

## NORTH YORKSHIRE COUNTY COUNCIL

## CARE AND INDEPENDENCE OVERVIEW AND SCRUTINY COMMITTEE

21 January 2016

## Joint Health and Wellbeing Strategy

**1.0 Purpose of Report**

- 1.1 This paper briefs Members on the North Yorkshire Joint Health and Wellbeing Strategy (JHWS).
- 1.2 This issue is of particular significance for the Committee because:
- It affects the whole population of North Yorkshire.
  - The Strategy is a shared commitment with partners across the North Yorkshire Health and Wellbeing Board.
  - The Strategy has been updated and is consistent with national drivers of improving people's health and wellbeing, integration of health and social care; and enabling people to have greater choice and control of the services they use.

**2.0 BACKGROUND**

- 2.1 The North Yorkshire Health and Wellbeing Board is made up of partner organisations from across the county. The Board produced its first Health and Wellbeing Strategy in 2013. This has been updated in order to take into account changing priorities at both national and local level, as well as recognising the need to manage reduced budgets across partner organisations. The updated Strategy (attached) restates partners' commitment to improving health and wellbeing for the whole population, as well as setting out how the Board wishes to continue to improve services.

**3.0 KEY POINTS FROM THE STRATEGY**

- 3.1 The JHWS is organised within five themes:
- Connected Communities
  - Start Well
  - Live Well
  - Age Well
  - Dying Well
- 3.2 The Strategy sets out why each of these themes are important and the outcomes the Board wishes to see, supported by some key changes that the public can expect to see by 2020. The themes are not intended to be age specific but are about how we, collectively, consider and deliver the outcomes described.

3.3 To support delivery of the Strategy it is important that the whole system works together to deliver these changes. The Board has set out four things that we need to focus on to ensure there is progress in achieving the outcomes described. These are:

- A new relationship with people using services
- Workforce
- Technology
- Economic prosperity

3.3 The Board understands and recognises that health and wellbeing is about more than health and social care services. Every aspect of public life – education, childcare, housing, employment, the quality of the local environment and the type of community we live in – can affect our health and wellbeing at any point through our lives. The Strategy encourages everyone to be aware of the impact of their actions on health and wellbeing, and to take account of this when planning changes or considering options for themselves, or someone they care for.

#### **4.0 ENGAGEMENT WITH OTHERS**

4.1 The draft strategy was consulted on throughout the summer of 2015 and the Board used a number of methods to gain the views of both partners and the public. This included: On-line survey hosted by NYCC on behalf of the Board; publication of the Strategy on partnership websites; attendance at service user and partner forums which provided opportunities to discuss the Strategy; and written feedback from wider stakeholders.

4.2 In addition to the survey questionnaires, the following partners and stakeholder organisations also submitted comments:

- Healthwatch
- Scarborough Borough Council
- Richmondshire District Council
- Harrogate Borough Council
- Transport Planning Office
- NYCC Scrutiny of Health Committee
- County Homelessness Group
- Woodland Trust

4.3 Easy Read and Summary versions of the Strategy were produced to help ensure service users could easily engage and respond throughout the period. The consultation closed on 19 August 2015 with 75 questionnaire responses being received in total, of which 13 were in Easy Read format. The vast majority of respondents were supportive of the strategy and the outcomes set within it. 67 out of the 75 respondent (89%) agreed or strongly agreed with the strategy (question 1 of the survey). The generic survey responses to questions 2-5 were varied and produced a total of 290 comments which ranged from broad agreement with much of the strategy to some specific and individual responses about particular issues. As advised by communications and quality & engagement teams, survey questions were adjusted slightly for the Easy Read version.

- 4.3 As a result of the responses and comments received during the engagement/consultation period, a number of changes were made to the Strategy.
- 4.4 In particular, the Dying Well theme was added after feedback from Health Scrutiny which highlighted this as an area which required greater focus. Housing and transport were also issues that were raised as something that the Strategy needed to pay more attention to.

## **5.0 NEXT STEPS**

- 5.1 The North Yorkshire Health and Wellbeing Board approved the final Strategy at its meeting on 27 November 2015. Partners met in a Board development session on 14 December 2015 to consider how to measure the outcomes set out in the strategy and the way in which the Board will oversee implementation. The Strategy itself is now progressing through NYCC Executive (2 February 2016) and Full Council (17 February 2016) for formal approval in line with the Constitution.

## **6.0 Conclusions**

- 6.1 The JHWS is a partnership commitment which aims to improve the health and wellbeing with, and for, people of all ages living in North Yorkshire. Specific service/organisation impacts will be identified within relevant implementation plans and overseen by the North Yorkshire Health and Wellbeing Board.

## **7.0 Recommendations**

1. That the Committee receives the Joint Health and Wellbeing Strategy.

**Wendy Balmain**  
**Assistant Director, Integration**  
**Health and Adult Services**

**County Hall**  
**Northallerton**

**12 January 2015**



Start Well



Live Well



Dying Well



Connected Communities



Age Well



Joint Health and Wellbeing  
Strategy 2015 - 2020

# Signatories to the North Yorkshire Joint Health and Wellbeing Strategy are



Age Concern - representing the voluntary sector



Craven District Council - representing District Council members



Ryedale District Council - representing District Council officers



York Teaching Hospital NHS Foundation Trust - representing acute hospital providers

The organisations that are signatories to this strategy have made a commitment to work together to support local systems to achieve continuous health and wellbeing improvements for the population of North Yorkshire.

---

---

# Contents

|   |              |
|---|--------------|
| <b>Foreword</b>                                     | <b>4</b>     |
| Why are we updating the strategy?                   | 5            |
| Why do we need to change?                           | 5            |
| How does this fit into the national picture?        | 6            |
| What is this strategy really about?                 | 6            |
| Understanding the strategy                          | 7            |
| How we want things to happen                        | 7            |
| <b>Theme 1 - Connected communities</b>              | <b>8</b>     |
| Why is it important?                                | 9            |
| What changes can you expect to see?                 | 9            |
| <b>Theme 2 - Start well</b>                         | <b>10</b>    |
| Why is it important?                                | 11           |
| What changes can you expect to see?                 | 11           |
| <b>Theme 3 - Live well</b>                          | <b>12</b>    |
| Why is it important?                                | 13           |
| What changes can you expect to see?                 | 13           |
| <b>Theme 4 - Age well</b>                           | <b>14</b>    |
| Why is it important?                                | 15           |
| What changes can you expect to see?                 | 15           |
| <b>Theme 5 - Dying well</b>                         | <b>16</b>    |
| Why is it important?                                | 17           |
| What changes can you expect to see?                 | 17           |
| <b>Getting the whole system working better</b>      | <b>18</b>    |
| A new relationship with people who use services     | 19           |
| Workforce   | 20           |
| Technology  | 20           |
| Economic prosperity                                 | 21           |
| <b>Our principles for making these changes real</b> | <b>22</b>    |
| (1) Recognise where things are different            | 23           |
| (2) Tackle issues early                             | 23           |
| (3) Joining things up to make life simpler          | 23           |
| (4) Make a positive contribution                    | 24           |
| (5) Keep people safe                                | 24           |
| (6) Spend money wisely                              | 24           |
| <b>How can you get involved?</b>                    | <b>26-27</b> |

# Foreword

The North Yorkshire Health and Wellbeing Board is made up of partner organisations from across the county. We understand that there are diverse and complex communities within North Yorkshire and recognise the strong sense of local identity that this brings. We have a history of working together to develop healthier, stronger communities in our county and are well placed to tackle the next stage in partnership not only with each other but, more importantly, with those people who use services and the individuals or groups that provide direct support and care to others.

In 2013 we produced our first health and wellbeing strategy, which took into account what local people and our partners told us they thought our priorities should be. This updated document reflects on the progress we have made

so far and outlines what we need to adapt to take into account changing local and national health priorities, as well as managing our reduced budgets. It also takes into account the findings of the latest Joint Strategic Needs Assessment (JSNA), and what local people have told us really matters to them for their long term health and wellbeing.

This updated strategy gives us an opportunity to restate our commitment to improving health and wellbeing as well as setting out how we want to continue to improve services. The five themes of: Connected Communities; Start Well; Live Well; Age Well and Dying Well describe how we intend to maintain the momentum we have built up in delivering our ambition to ensure that people in all communities in North Yorkshire have equal opportunities to live full and active lives from childhood to later years.



**County Councillor Clare Wood**

Executive Member for Adult Social Care and Health Integration  
North Yorkshire County Council  
Chairman of North Yorkshire Health and Wellbeing Board



**Amanda Bloor**

Chief Officer  
Harrogate and Rural District Clinical Commissioning Group  
Vice Chairman of North Yorkshire Health and Wellbeing Board

---

---

## Why are we updating the strategy?

We want our strategy to make a difference, rather than being a document on a shelf. That's why we have taken this opportunity to bring it up to date so that people living in North Yorkshire continue to have access to great services which take account of:

- the latest evidence from our Joint Strategic Needs Assessment (JSNA)
- changes in national policy, local ambition and people's expectations
- listening to local people about what's important to them for their long term health and wellbeing and using feedback to shape our services

There are many changes taking place across North Yorkshire all the time that have an impact on our health and wellbeing, and there is always more to do. This document won't describe every change that is taking place, but it has been developed to help us stay focused on achieving those things that are most important for local people. It will help us make a difference by reducing variations in health and care outcomes across the county.

We know that if we do this, we will be making a positive and lasting impact on the health and wellbeing of people and communities in North Yorkshire.

You can see some of the things that people have said recently in the "What people have told us they want from this strategy" sections which appear throughout this document.

## Why do we need to change?

- People in North Yorkshire are living longer than ever before. That means we all have the potential to enjoy more years of healthy, active life from childhood right into old age by helping ourselves and our families to live well. But it also means that we may need more help as we get older, to age well and be as healthy and independent as we can be through to the end of our lives.
- Not all the communities in North Yorkshire are as healthy as we'd like them to be. Life expectancy for men living in Scarborough, for example, can vary by as much as 11 years between the richest and poorest areas of the district. We are seeing widening variations in obesity between children living in affluent and deprived neighbourhoods. We want to reduce the gaps as part of our strategy to make North Yorkshire healthier and happier.
- There are more demands on the money available to the health and care system than in the past. This means all organisations need to plan carefully about how to spend the North Yorkshire pound. By doing that together, and using new technology wisely, we believe we can deliver better value for money and do more with the resources we have at our disposal.

The North Yorkshire Joint Strategic Needs Assessment (JSNA) contains more information on the current health and wellbeing of North Yorkshire communities. You can download a copy at [www.nypartnerships.org.uk/jsna](http://www.nypartnerships.org.uk/jsna).



## How does this fit into the national picture?

Since 2012 there have also been some big changes in the priorities for health and wellbeing at national level. As the largest county in England, it's not surprising that these are all highly relevant to North Yorkshire.

The most important of these include:

- Working with people throughout their lives to prevent the need for longer term care and making sure people are in control of the choices made about their care and their lives.
- Making sure children's services work together to help every child have the best start in life.
- A new focus on ways in which local health and social care organisations can work together so that people's experience of care is more integrated.
- A new focus on care delivered in or close to people's homes with fewer people being admitted to hospital.

## What is this strategy really about?

### Working together to make North Yorkshire healthier and happier

This strategy really is important. It is a shared agreement between each partner organisation in the Health and Wellbeing Board with, and for, people of all ages living in North Yorkshire. It is about what we can and want to change.

Those of us who commission health and social care have a legal responsibility to make sure that our commissioning plans are guided by this strategy, and the Health and Wellbeing Board has a responsibility to ensure that this happens.

Health and wellbeing is about more than health and social care services. Every aspect of public life - education, childcare, housing, employment, the quality of the local environment, and the type of community we live in - can affect our health and wellbeing at any point through our lives. We understand this and want to help and encourage everyone to be aware of the impact of their actions on health and wellbeing, and to take account of this strategy when they plan to make changes.

Part of our job is to ensure that we all work well together so that we can achieve the best possible outcomes for local people and communities. We have a responsibility to make sure that our individual plans all face the same way and that when we invest the North Yorkshire pound we invest it wisely.



---

---

## Understanding the strategy

### What we plan to do

To help us concentrate on the most important things for North Yorkshire's health and wellbeing, we have agreed on five key themes to help us organise our work. These themes will sometimes overlap and will be relevant to all age groups.

- Connected communities
- Start well
- Live well
- Age well
- Dying well

We set out why each of our themes is important, what we hope to achieve - 'our outcomes' - and the changes you can expect to see, on pages 8 to 17.

### Getting the whole system working better

To really make change happen we want to improve the ways in which the whole health and care system works together in North Yorkshire. We think that a focus on four things which, if we get them right, will help all organisations to achieve better outcomes for local people and communities:

- A new relationship with people using services
- Workforce
- Technology
- Economic prosperity

We explain more about these and why we think they are important on pages 19 to 21.

## How we want things to happen

There are some guiding principles that we have adopted which organisations and people who receive services can use as a checklist when we develop new services. This will help build services that are more personal, joined up and equal across North Yorkshire. Our principles are:

- Recognise where things are different
- Tackle issues early
- Joining things up to make life simpler
- Making a positive contribution
- Keep people safe
- Spending our money wisely

We explain more about these and how we will use them in practice on pages 23 to 24.



# Outcomes

We want North Yorkshire to be a place where communities flourish, people shape services and have control of their lives



---

---

# Connected communities

## Why is it important?

North Yorkshire people live longer, healthier lives compared to England as a whole, but there are significant variations between districts, communities and population groups.

For example, a girl born in Hambleton today can expect to live for 2.5 years longer than the average for England, but a girl born in Scarborough can expect to live for 0.5 years less. This variation has grown bigger over the last 10 years.

People with severe mental health problems often have poorer physical health too.

Strong local communities have been proved to be effective in supporting people to make healthy choices. They also help people cope with, and recover from, adverse events like illness, economic pressures and even extreme weather.

It prevents individuals feeling lonely and isolated which, in turn, reduces depression and anxiety.

Volunteering has benefits for both the volunteer and for those they help. Voluntary organisations are a vital part of connected communities - they provide things that other parts of the system can't, and their experience of working locally is a valuable resource.

Technology is a key asset for communities, helping to support local business opportunities, providing everyone with better ways of communicating with the outside world, and providing new solutions to self- manage our care.

## What have people told us that they want from this strategy?

**“To belong to a vibrant, caring community and to have access to health services when I need them.”**

**“Recognise the importance that access to woodland and natural green space can have in improving wellbeing”**

**“To have options and resources available which reduce social isolation. To be able to feel confident attending a medical appointment and understand what’s been said, what actions are required and what treatment is needed”**

## What changes can you expect to see?

### By 2020, you can expect to see:

- Vibrant and self-reliant communities in all parts of North Yorkshire, with local people and organisations working together to develop community libraries, community transport services and activities for all age groups.
- Dementia friendly communities where people living with dementia and their families feel supported and confident and a part of their local area.
- Recognition and provision for our military communities, veterans and their families’ needs as part of their local health and care services.
- Improvements in technology in rural areas, for businesses and homes, and increased access to technology for children and young people from disadvantaged communities.
- More opportunities for volunteering for people of all ages, and more people taking up these opportunities.
- A stronger link between work programmes across health and social care that make it clearer for people to see how things are connected, for example Stronger Communities, Living Well and local Transformation Board plans.

# Outcomes

- Ensuring education is our greatest liberator
- Helping all children enjoy a happy family life
- A healthy start through healthy lifestyles



---

---

# Start well

## Why is it important?

There are over 130,000 children and young people aged 0-19 in North Yorkshire - and this number is growing.

Most North Yorkshire children already get a good start in life, but in a large and diverse county, there are still some who don't experience all the good things we would hope for. This may be for a range of reasons such as rural isolation, poverty, urban deprivation, disability or family breakdown. We need to make sure that these children's needs are spotted early and that they and their families receive the help they need from birth.

It's vital that every child has an excellent education to maximise their life chances - we know that this is a major factor in health and wellbeing throughout life. That includes a positive, safe experience throughout school and college as well as wider educational work to encourage children and young people to make healthy choices about their lifestyle.

Emotional and mental health and wellbeing is important at all ages. We need to support children and young people to be mentally and emotionally healthy. This doesn't just mean the 16,000 or so under-19s who have a recognised mental health disorder. We know that low self-esteem and anxiety can make daily life difficult, and we want to make sure every young person has a source of help when they need it.

## What have people told us that they want from this strategy?



## What changes can you expect to see?

### By 2020, you can expect to see:

- A higher percentage of babies who are breast fed and a higher percentage of children who receive immunisations and vaccinations.
- More children and young people making healthy choices, exercising regularly and eating well.
- A lower percentage of children who are obese or overweight.
- Fewer children and young people taking part in unhealthy, unsafe or risky behaviour - smoking or taking drugs, self-harming, unsafe sex - or becoming the victims of physical, mental or sexual abuse.
- An increase in the level of mental wellbeing amongst children and young people.
- A reduction in the gap in educational attainment between those children who receive free school meals and those who don't.

You can find out more about the work taking place to support children and young people from 'Young and Yorkshire'.

[www.northyorks.gov.uk/youngandyorkshire](http://www.northyorks.gov.uk/youngandyorkshire)

# Outcomes

- People are emotionally resilient and experience good mental health
- Everyone has the opportunity to have a healthy body and a healthy mind
- People are active, involved and can be free from isolation and loneliness



---

---

# Live well

## Why is it important?

North Yorkshire people are healthier, and live longer, than the average for England. But there is still work to do to reduce the number of people affected by conditions that can be prevented or delayed. Heart disease, stroke and cancer account for the greatest proportion of deaths within North Yorkshire. Many of these illnesses can be avoided if everyone is helped to make positive lifestyle choices.

The risk of social isolation and loneliness is greater for people living in rural communities, especially (but not exclusively) amongst older people and those with a disability or long term illness - and people who are socially isolated are more likely to die prematurely.

Being in good employment increases mental and physical health and wellbeing. We need to maximise local opportunities for economic and job development, including apprenticeships and graduate opportunities for the young people who are our future workforce.

The quality of our home is another major factor in health and wellbeing. For example, fuel poverty and cold homes are major contributors to poor winter health. We need to ensure that there is an affordable supply of North Yorkshire homes that have a positive impact on health and wellbeing.

The York, North Yorkshire and East Riding Strategic Housing Partnership has produced a Housing strategy. You can find out more about it at [www.nycyerhousing.co.uk](http://www.nycyerhousing.co.uk)

## What have people told us that they want from this strategy?

“Good clear communication so we can make healthy choices. Better awareness/training for people who support us about how we can live a happy and healthy life...”

“Having easier access to fitness centres, lowering costs of fitness centres. More information on healthy choices.”

## What changes can you expect to see?

### By 2020, you can expect to see:

- Fewer people saying that they feel socially isolated in their local communities.
- More people receiving personal budgets for their care, to give them choice and control over their lives.
- More people helped to self-manage their own care at home or through local community hubs.
- Fewer hospital admissions and lower premature death rates from heart disease, stroke and cancer, with the biggest improvements in the most deprived areas of the county.
- Improved employment opportunities, including rural areas and particularly for young people and those people who often face most barriers in the labour market - for example people with mental health issues, people with autism and people with disabilities.
- A higher proportion of young people taking up apprenticeships in North Yorkshire.
- Fewer people living in poor quality or inappropriate housing, or living in fuel poverty.
- More people with autism will have access to a diagnostic pathway to support and help improve their health, wellbeing and independence.
- A greater range of options for accessing exercise and fitness services.



# Outcomes

- People can make choices to self-manage their care to help them stay independent for longer
- Carers are supported to live their own life



---

---

# Age well

## Why is it important?

North Yorkshire people are living longer these days - more than a year longer, on average, than ten years ago. That means more active older people in good health, but also more people (especially the very old) living with on-going conditions such as arthritis, dementia, heart problems or osteoporosis.


We expect there to be a third more people aged 85 plus by 2021 compared to 2011.

The number of families caring for loved ones continues to rise, with the sharpest rises amongst those providing the highest levels of care. The number of carers over 65 is increasing above any other age group

Care and support for older people takes up the greatest share of resources in the NHS and social care. So it's important to get this right - and if we make services work well together for older people, we can be confident that they can work well together for everyone else, too.

People can feel in control of their lives and are able to make decisions and choices for themselves and be valued as part of a community.

## What have people told us that they want from this strategy?



“Helping people to remain in their own home but provide support that is tailored to them.”

“Being able to remain active into old age and not becoming isolated.”

## What changes can you expect to see?

### By 2020, you can expect to see:

- More health and social care staff working together across local GP surgeries and primary health care centres to support older people in the local community.
- New community hubs offering advice, access and care to people receiving services and those who care for them.
- More carers feeling that they can have a life outside caring.
- Improvements in the way people can choose, buy and fit equipment and Telecare so that they can stay independent for longer.
- A range of options in place that help people to keep their independence for longer. For example, intermediate care and reablement services.
- Fewer older people entering nursing or residential homes for long term care.
- More Extra Care housing available to people across North Yorkshire.
- A greater range of support options for people in their last years of life.
- More people receiving support for themselves and their families at the end of life, with more people dying at home or in the place that they choose.

# Outcomes

- Individuals are supported and encouraged to prepare for and plan their last days
- All individuals, their carers and families' experience good end of life care

Before I die  
I want to ...



---

---

# Dying well

## Why is it important?

In North Yorkshire, although most people would prefer to die in their own home, around half die in hospital. The proportion dying at home will increase, but because of a rise in the death rate, the actual numbers dying in hospital will also increase unless we do something to change this.

There has been a substantial shift towards patient choice with people increasingly encouraged to be directly involved in shaping treatment plans for themselves and their relatives.


Death and dying is now beginning to be debated more openly. Nevertheless it still seems to be the case that, in practice, the discussion of death as an inevitable and, in some cases, imminent aspect of life is regarded as morbid and thus avoided.

Hospital cannot offer the individual the same comfort and familiarity that they might find if they were able to die in their own home and in their own bed, surrounded by the people that they love.

Encouraging conversations around quality of life, how and where a person might want to be cared for, as well as financial issues, helps to make sure the wishes of the person dying are followed. If family know about the dying person's wishes it can help them if they ever have to make decisions about care and can help to remove some of the stress at a difficult time.

This could include exploring options such as hospice care which can provide care for the dying and support for the family provided in a person's own home or elsewhere.

## What have people told us that they want from this strategy?



**“To consider how bereavement support is provided to grieving friends and relatives.”**

**“Dying well is very important for all ages and providing support to friends and relatives should have greater prominence from all organisations”**

## What changes can you expect to see?

### By 2020, you can expect to see:

- A greater range of support options for people in their last years of life.
- More people receiving support for themselves and their families at the end of life.
- More people dying at home or in the place that they choose.
- Greater numbers of trained staff and carers with deeper understanding about the range of issues in end of life care.
- Adoption of new and emerging best practice and principles around end of life care (Ambitions for Palliative and End of Life Care: A national framework for local action 2015-2020 - [www.endoflifecareambitions.org.uk](http://www.endoflifecareambitions.org.uk)).
- End of life care being planned in an effective and sensitively appropriate way, and for staff to be adequately trained.



---

---

# Getting the whole system working better

## A new relationship with people who use services

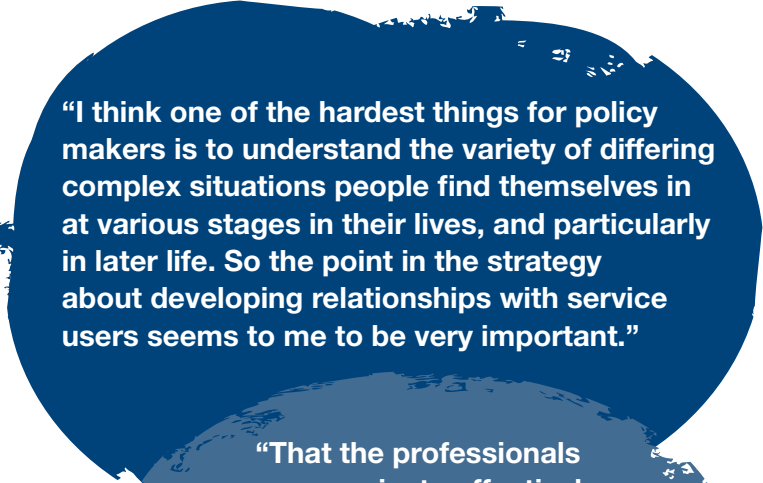
We want to develop a new relationship with people who use services and the communities they live in. We recognise that people are part of a community and that we need to build on the strong relationships that are already in place locally to get the best outcomes we can for everyone.

Health and wellbeing services, by their very nature, are often needed most by those in our society that are the most vulnerable and we recognise that we have a statutory duty to help people in this situation. We also understand that people might find themselves in need of help because of a particular set of circumstances and it is important that we organise services in a way that makes it easy to get help whenever it is needed by a person, or their carer.


We want people to have a bigger say over their own care and how they manage their lives, no matter what their health and care needs might be. For people to be able to do this it is important that there is easy access to good information and advice that helps people make informed choices about their care. Getting this right means that, as our needs change, we can look after ourselves and each other for longer and that we can get the right help at the right time from others.

We want to work with people to do things differently and in a more joined up way. We also want to make it easy for people to tell us what they want from services and how we are doing in delivering services.

## What have people told us that they want from this strategy?



**“I think one of the hardest things for policy makers is to understand the variety of differing complex situations people find themselves in at various stages in their lives, and particularly in later life. So the point in the strategy about developing relationships with service users seems to me to be very important.”**



**“That the professionals communicate effectively with each other, that there are supportive local services, that I am treated as an equal in my care”**

As well as having more input into decisions about the sort of care people might receive, we want people to have direct control of the money available to support their care. We are already doing some of this through personal budgets for both health and care, but we expect to see more people using these budgets to self-manage their care.

## Workforce

To deliver good health and wellbeing services we need a skilled, motivated and flexible workforce. Health and social care organisations don't always find it easy to recruit and retain staff to work locally - we need to help to change that. We know that nursing staff in care homes and some community hospitals is an area of particular pressure. We are working with organisations who provide care and our education partners to develop the workforce of the future and to attract and retain quality nursing staff so that people can be confident in the care that they receive.

North Yorkshire health and care organisations are working with local people to redesign the health and care system. This includes developing new models of care which will help people access more services in the community that join up health and social care. This will mean staff from different organisations will need to learn new skills so that people using services have a better experience of care.

Some of the ways we can make this happen are through:

- Creating new roles that offer exciting career choices in health and social care.
- More local opportunities for people to develop their skills in health and social care sectors, as well as in education and other children's services.
- More opportunities for people to return to work after a break or after retiring from a full time role.
- Better opportunities for people who have experienced poor mental health to access paid employment.

## Technology

Technology is now a fundamental part of every aspect of our lives. The way we access and share information, interact with each other and use services all relies on technology working well and in a way that suits our lives. We want to help organisations to talk to each other more easily so that people can use technology to find out more about health and social care.

We want to help people take responsibility for self-managing their care and technology has a role to play in offering easy ways to access advice and information. There are now many ways to keep in touch and we want to maximise these opportunities for the people who use services.

Technology can be a key asset for communities, helping to support local business opportunities, improving educational experiences across all age groups, providing everyone with better ways of communicating with the outside world, and offering the opportunity to learn from others. We also need to ensure that children are protected from the potential pitfalls of technology especially where this might compromise the personal safety of young people or increase their likelihood of exploitation.

We want to work with partners and the wider community to make sure we are making the best use of the technology that is available to us and our communities.

---

---

## What have people told us that they want from this strategy?



**“My lovely village staying lovely; Being able to communicate with family & friends via Skype which I can’t do very well because we have no broadband.”**

## Economic prosperity

Our successful tourism sector gives us a special sense of the importance of our local communities and heritage. We want to encourage ourselves and our partners to think more creatively about how we can use these assets and the things that are best about North Yorkshire to find new ways in which they can contribute to health and wellbeing.

Creating a supportive environment for businesses is good for the health and wellbeing of the communities around them. For individuals, we know that an increase in income leads to an increase in psychological wellbeing and a decrease in anxiety and depression. For providers, having a vibrant market that offers good opportunities for them to develop their business means that they are more likely to invest in the local area which, in turn, will attract a workforce that delivers high quality care. For communities, ensuring that the local transport plan develops responsive and resilient services, especially in rural localities.

Growing our existing businesses and inspiring enterprise is part of the long term strategy for North Yorkshire. Health and social care organisations are major employers in North Yorkshire and play an important part in the economy, not only in supporting us to stay well, but by offering a wide choice of employment opportunities. This helps local people stay local and it also helps North Yorkshire attract new talent so that we can achieve outstanding quality-improving health and care.





---

---

# Our principles for making these changes real

We will always use these principles when developing plans, commissioning services and delivering care to check that we are keeping our promises in this strategy.

## 1) Recognise where things are different...

- So that we respond to differences between local communities
- So that we prioritise the people and place that need things most
- So that we take full advantage of the different assets in urban and rural communities

Every community in North Yorkshire has a different range of resources and assets that can contribute to improving health and wellbeing. Our role is to help support people at every stage in life to use those assets wisely and well, in the way that suits the local community best.

We also need to make sure that we target our improvements on the people and communities that need it most. Although North Yorkshire is relatively prosperous overall, pockets of deprivation exist both in towns and rural areas where improving health and wellbeing can have a really significant effect, and which we need to make priorities for new investment.

## 2) Tackle issues early...

- By investing more in local services so that we prevent illness in the first place for all age groups
- So that you have more opportunities to access local care and support that can nip problems in the bud

Keeping healthy and well, and tackling ill health in its early stages is much better than trying to deal with things once they have become more serious.

We all know what we should be doing to increase our chances of staying healthy for longer - stopping smoking, cutting down on alcohol, avoiding drugs, keeping our weight down, taking more exercise - but it's much easier to do them when there is a local source of help and support.

## 3) Joining things up to make life simpler...

- So that you only have to tell your story once
- So that you can trust local services to work together effectively
- So that you get the response that meets your needs, not what's convenient for different organisations
- So that there's less waste caused by duplication

Many of the old organisational barriers that stopped services working together are being broken down. We want to make the most of these opportunities to do things differently - when it makes sense locally. This will mean increased integration between health and social care services as well as between county and district councils or NHS services and the voluntary or independent sectors.

#### 4) Make a positive contribution...

- So that you're inspired and enabled to take responsibility for your health and wellbeing and the decisions about your care are shared between the person and the professional
- So that you have opportunities to support the health and wellbeing of others in your community

These days we hear a lot about the importance of being able to live independently - and having control over our lives is good for our health and wellbeing. You can take responsibility for your own health and wellbeing through lifestyle changes, or by having more control about how you use services - for example by managing your own medication, or having a personal budget to spend on the care you need.

But we also depend on each other to live our lives well. The greatest assets we have in North Yorkshire are the people of North Yorkshire. We want everyone to feel able to make a positive contribution to the health and happiness of your local community - whether that's as an employer, an employee, a volunteer, or just by being a good neighbour.



#### 5) Keep people safe...

- So that you can feel safe and secure in your local community, your school and your family home
- So that you can be confident that you will be treated with dignity and respect
- So that you know we take a 'zero tolerance' approach to any form of abuse

Feeling safe in and around your own home is an important part of your overall sense of wellbeing. We will encourage organisations to make safety a priority when they plan and deliver services, particularly where these relate to children, people with disabilities,, those with dementia, and other vulnerable groups.

We also know that you expect high standards whenever you use public services. Everyone who uses services - and everyone who works in them - has the right to be treated with dignity and without being abused and is responsible for treating other people in the same way.

#### 6) Spend money wisely...

- So that we invest in things you can be confident will deliver good value
- So that we improve the quality of services for the long term
- So that we make the most of the North Yorkshire pound

Value for money is always important, but especially at a time when demands on services are growing and budgets are under pressure. Part of our role is to make sure that what we do spend is spent wisely, on things that we know make a real long term difference.

---

---

## What do we expect from the Health and Wellbeing Board?

- We will make a difference and to improve health and wellbeing
- We will support each other to tackle problems together
- We will respect local differences
- We will look for ways in which we can work together
- We will stay focused on the strategy
- We will be ready to listen and take hard decisions together when necessary - and stick to them

## What do we expect from local communities?

- They will value positive contributions from everyone, whoever they are and at all stages of their life
- They will support people to make healthy choices and live well throughout their lives
- They will speak up about the needs of local people including those who are at risk of being marginalised or in particular need, especially where this relates to children and young people, and other groups who might not ordinarily be able to speak up for themselves

## What do we expect from people living in North Yorkshire?

- You will take on more responsibility for your own health and wellbeing
- You will make more healthy choices to improve your health and wellbeing
- You will look out for other people in your community
- You will ask for help when you need it
- You will speak up when things go wrong

## How will we measure our success?

We will develop an action plan to include the following elements

**Dashboard** – key statistical data monitored regularly by the Health and Wellbeing Board.

**Exception reporting** – statistical data or information that is escalated to the Health and Wellbeing Board requiring action and review.

**Theme discussions** – an in depth review of progress against our five themes and enablers to encourage positive challenge and action.

**Peer review** – an evaluation by a group of Health and Wellbeing Board representatives to improve and enhance performance and share learning.

## Letting you know how we're doing

### Every quarter...

We hold Board meetings to look at progress on this strategy and to discuss ideas about how we can best improve health and wellbeing in North Yorkshire. Meetings are held in public, and papers are available on the County Council's website

<http://democracy.northyorks.gov.uk/committees.aspx?commid=27>

### Every year...

We will publish a report on what has been achieved, and what impact it has had on health and wellbeing in North Yorkshire.

We hold a range of events across North Yorkshire to bring people together to talk about what's important to their health and wellbeing. Look out for details in your local newspaper, or check on the website at

<http://www.northyorks.gov.uk>



---

---

# How can you get involved?

## Find out more

While this strategy sets out how we will organise our work and some of the biggest changes we expect you to be able to see by 2020, it can't cover all the changes that are planned for your local area.

If you want to find out more, you can contact North Yorkshire HealthWatch, who can signpost you to information about what's being planned for your local area.

Contact them by phone: **01904 621631**

By email: **[healthwatchny@nbforum.org.uk](mailto:healthwatchny@nbforum.org.uk)**

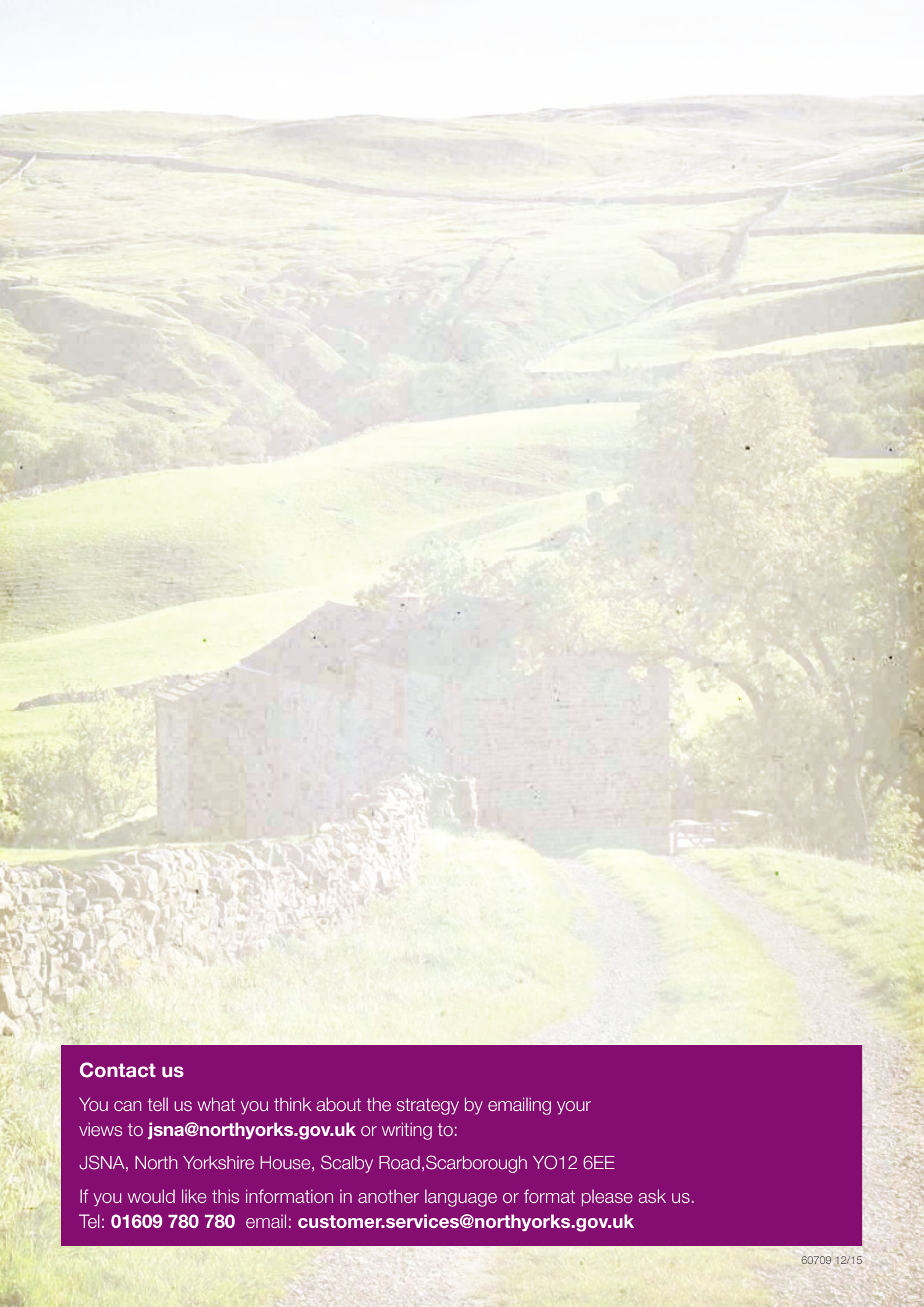
Website: **[www.healthwatchnorthyorkshire.co.uk](http://www.healthwatchnorthyorkshire.co.uk)**

Twitter: **@HealthwatchNY**

## Help us implement this strategy

We won't always get things right first time and we need and value your help to tell us what's working and what we could do better.

We therefore pledge to continue to talk to you and to listen to see if the strategy is making a difference.



## Contact us

You can tell us what you think about the strategy by emailing your views to [jsna@northyorks.gov.uk](mailto:jsna@northyorks.gov.uk) or writing to:

JSNA, North Yorkshire House, Scalby Road, Scarborough YO12 6EE

If you would like this information in another language or format please ask us.

Tel: **01609 780 780** email: [customer.services@northyorks.gov.uk](mailto:customer.services@northyorks.gov.uk)