



17 March 2023

Joint Health and Wellbeing Strategy

Report of the Director of Public Health (Health and Adult Services)

1	Purpose of report
1.1	To seek views on the draft Joint Health and Wellbeing Strategy for North Yorkshire, and agreement for it to go forward for public consultation following the incorporation of feedback from the Board.
2	Background information
2.1	As the Board is aware, all Health and Wellbeing Boards have a statutory duty to produce Joint Strategic Needs Assessments and Joint Health and Wellbeing Strategies; as the current Joint Health and Wellbeing Strategy covered the time period 2015-2020, a new strategy is therefore required
2.2	At the meeting of this Board on 28 November 2022, the Board agreed proposals for the structure of a new strategy, as outlined in the Report of the Director of Public Health to that meeting.
3	Shape and structure of new Joint Health and Wellbeing Strategy
3.1	The Joint Health and Wellbeing Strategy editorial group has continued to meet to guide the development of the draft strategy and consultation plans. Please refer to appendix 1 of this report for the draft strategy document.
3.2	<p>As discussed by Health and Wellbeing Board on 28th November 2023, the draft strategy takes account of recent events, particularly the impact of the pandemic on health and wider inequalities; explores what matters to people now; and identifies both shorter-term and longer-term priorities for improving health and reducing health inequalities.</p> <p>The proposed vision for the strategy is as follows:</p> <p><i>For all residents of North Yorkshire to have a more equal chance of living a fulfilling life, free from preventable ill health, 'adding years to life and life to years'.</i></p> <p>This has been slightly reworded from the 'working version' of the vision brought to Health and Wellbeing Board in November 2022, so that it focuses more clearly on communities that live in North Yorkshire:</p>
3.3	The strategy includes foreword and context-setting, summary of key achievements of the last strategy, the main body of the strategy, and how the strategy will be delivered.

3.4	<p>As agreed by Health and Wellbeing Board, the body of the strategy is structured around 6 'P's (each of which then informed by 1 further P - Prioritisation):</p> <ul style="list-style-type: none"> • People • Place • Population • Prevention • Partnership • Performance <p>Under each of these headings, there is a short introduction to provide context on why it matters, the key strategic aim, and the proposed priority objectives.</p>
4	Consultation proposals
4.1	<p>In order to ensure that the views of system partners and other stakeholders inform the draft strategy, the Joint Health and Wellbeing Strategy Editorial Group is taking a two-stage approach:</p> <ol style="list-style-type: none"> 1. Review of existing engagement reports 2. Public consultation on the draft strategy (12 weeks)
4.2	<p>The review of existing engagement was based on the knowledge that a substantial amount of relevant engagement activity has taken place recently, including locality-based activity and some large-scale projects (for example the 'Let's Talk' conversations to inform the new North Yorkshire Council). This approach – making good use of what people have already told us – reduces the likelihood of communities feeling overwhelmed by repeated engagement.</p>
4.3	<p>Public consultation is proposed as it is essential to allow stakeholders the opportunity to influence the final shape of the strategy, and because there is a general expectation that strategies such as this will be available for consultation. The time period of 12 weeks is proposed as it should allow sufficient time for communicating the consultation opportunity and for stakeholders to contribute.</p>
4.4	<p>The aim of the consultation exercise is to allow system partners and communities to consider and comment on the aims, objectives and intended outcomes of the draft Joint Health and Wellbeing Strategy, and thus influence its direction, content and implementation. For more information about the proposed consultation, please see appendix 2 of this report.</p>
5.0	Milestones
5.1	<p>The key milestones for the next stage of strategy development are as follows:</p> <ul style="list-style-type: none"> • Planned consultation period - April to June 2023; • Analysis to take place during July; • Revise strategy in light of consultation feedback – August; • Revised strategy to HWB to consider for final approval – September 2023.
6.0	Financial implications
6.1	<p>In terms of the cost of producing the Strategy, this will be met from existing departmental budgets. However, we will look to keep the number of printed copies to a minimum, given the online access that there will be to the document.</p>

6.2	If the outcomes contained within the Strategy are achieved this will have a significant impact on improving people's health and wellbeing and, whilst a figure cannot be accurately estimated, this prevention element will help the Council and its partners in managing resources.
7.0	Legal Implications
7.1	It is a statutory requirement upon the Health and Wellbeing Board to produce a Joint Health and Wellbeing Strategy
8.0	Equalities Implications
8.1	The strategy should have a positive impact on equality and equity, as it focuses on reducing health inequalities in North Yorkshire's people, places and population. This includes a focus on inclusion health groups, which refers to those people who experience extremely poor health outcomes due to social exclusion combined with multiple overlapping risk factors for poor health.
8.2	An Equality Impact Assessment is in progress. It will be shared as part of the consultation. The final version, informed by the consultation, will be shared with Health and Wellbeing Board in September, with the final Strategy.
9.0	Climate Change Implications
9.1	A Climate Change Impact Assessment Screening Form has been completed. This indicates that there could be a small positive impact on pollution, if people undertake a healthier lifestyle by, for example, walking, rather than driving, in certain situations.
10	Conclusion
10.1	The Joint Health and Wellbeing Strategy Editorial Group would be grateful for the views of the Health and Wellbeing Board on the draft strategy, in order to allow the Editorial Group to refine it and to then take it forward for public consultation.
11	Recommendation
11.1	That the North Yorkshire Health and Wellbeing Board note this report, and: <ul style="list-style-type: none"> • share their feedback on the draft strategy and consultation proposals; • commission the Joint Health and Wellbeing Strategy Editorial Group to prepare the draft, with any revisions agreed, for public consultation; • commission the Joint Health and Wellbeing Strategy Editorial Group to take the draft forward for public consultation during spring/summer 2023; • agree to accept a report of the consultation and final draft strategy for approval at their meeting of 20th September 2023.

Louise Wallace Director of Public Health

9 March 2023

County Hall, Northallerton

Report Authors:

Louise Wallace, Director of Public Health

Shanna Carrell, Equalities Manager, Health and Adult Services

Background documents relied upon in the preparation of this report:

Report to North Yorkshire Health and Wellbeing Board 28th November 2022: Joint Health and Wellbeing Strategy

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Joint Health and Wellbeing Strategy 2023-2030

Consultation proposals

Introduction and context

The purpose of this paper is to outline the proposals for public consultation on the draft Joint Health and Wellbeing Strategy (JHWBS) 2023-2030.

In order to ensure that the views of system partners and other stakeholders inform the draft strategy, the JHWBS Editorial Group has planned a two-stage approach:

1. Review of existing engagement reports
2. Public consultation on draft strategy (12 weeks)

The review of existing engagement was based on the knowledge that a substantial amount of relevant engagement activity has taken place over the period of the pandemic, including locality-based activity and some recent large-scale projects – for example the ‘Let’s Talk’ conversations to inform the new North Yorkshire Council.

Public consultation was proposed as it is essential that stakeholders have the opportunity to consider and influence the final shape of the strategy, and there is a general expectation that strategies such as this will be available for consultation. The timescale of 12 weeks is proposed in order to allow sufficient time for communication and for key stakeholders to consider and respond.

Conscious of the importance of not overwhelming communities with repeated engagement and in light of the need to progress the strategy in a timely way, the above approach provides a variety of ways for people’s views to shape the strategy.

A small task group has been formed, with representation from NYCC, Healthwatch North Yorkshire and Humber & North Yorkshire ICB. This group has collated and reviewed engagement reports from the last two years or so with a focus on health, social care and wider wellbeing, and identified key themes to inform the development of the strategy. The task group has also worked on the plans for public consultation on the draft strategy outlined in this paper.

Consultation proposals

The aim of the consultation exercise is to allow system partners and communities to consider and comment on the aims, objectives and intended outcomes of the draft Joint Health and Wellbeing Strategy, and thus influence its direction, content and implementation. It is acknowledged that the stakeholders most likely to be motivated to participate are system partners (statutory and non-statutory) for whom the strategy is more directly relevant. However, it is important to the Board to also hear from the wider community in North Yorkshire, and in particular marginalised groups whose voices were missing from the engagement review. The detailed consultation plan will therefore include actions to ensure that the consultation is accessible and communicated widely.

The consultation would also allow an opportunity to ask contributors broader questions around how the Health and Wellbeing Board could work to deliver the strategy, and how organisations/groups might want to be involved.

Timeline

The proposed timescale for the consultation is 12 weeks, in line with good practice guidelines for public consultation. This is being planned for April – June 2023. Analysis will then take place during July, allowing August to revise the strategy for Health and Wellbeing Board in September 2023.

Methodology

We are proposing a combination of approaches to reach a wide range of stakeholders:

- Webpage on North Yorkshire Partnerships website to host the consultation
- Concise consultation document to explain the context and purpose of the consultation
- Survey – online plus paper copies available in libraries and via partners
- All documents in plain English, plus easy read versions
- Attending scheduled community forums and partner meetings, in-person and online
- Health and Wellbeing Board members to support this, by leading the strategy discussions at forums etc
- ‘Toolkit’ to support discussions at forums etc (presentation, prompt questions, survey link)
- Reaching marginalised groups by liaising with specific organisations working with those groups, and going to where people already are, where possible
- Use of creative/arts engagement methods to broaden the reach of the consultation
- Communications plan including press release that partners can also use, social media, e-bulletins and newsletters (for example Healthwatch North Yorkshire and Community First Yorkshire e-bulletins), via partner, patient and community networks

Output and impact

The consultation findings will be analysed and a report created to inform the review of the draft strategy. This consultation report will be shared with Health and Wellbeing Board along with the revised strategy, and uploaded (with summary) on the consultation webpage to provide feedback to participants.

The impact of the consultation exercise will be measured via response rate and route, number and range of forums etc attended, and any feedback received on the consultation exercise itself.

Author:

Shanna Carrell

HAS Equalities Manager

On behalf of JHWBS Engagement Task Group

9 March 2023