

Health and Wellbeing Board

8th January 2020

Feedback from the November Place Forum and Year of Wellbeing Update

Recommendation

The Health and Wellbeing Board is asked to:

1. Note the outcomes of the Place Forum meeting on 5 November;
2. Note the update on the achievements of the Year of Wellbeing 2019 and support its promotion and ongoing legacy.

1.0 Background

1.1 Coventry and Warwickshire's Health and Wellbeing Boards met as the Place Forum on 5 November at University Hospital Coventry and Warwickshire (UHCW). This was the 7th joint meeting and was well supported, with over 40 members attending.

1.2 The main aims of this session were to:

- Update each other on progress as a health and care system;
- Reflect on Year of Wellbeing achievements, with a focus on physical activity for children and young people;
- Identify opportunities to embed population health approaches and build on legacy of Year of Wellbeing; and
- Learn from external perspective on our work.

2.0 Outcomes of November 2019 Place Forum

2.1 Members reflected on the positive progress and influence of the partnership, as highlighted in the development of the new Five-Year Strategic Health and Care Plan and the focus on prevention and wellbeing. It was recognised that the Place Forum has an opportunity to refocus and redouble its efforts around the strong collective narrative. The first meeting of the new Health and Care Partnership Board took place during the afternoon, following the Place Forum meeting.

2.2 The Place Forum considered updates on the following areas:

- **Population health and prevention** – Examples of embedding the population health approach were outlined, including Health and Wellbeing Strategies; Five-Year Strategic Health and Care Plan; suicide prevention programme; and Out of Hospital collaborative. Table discussions highlighted good practice which could be built upon and the key role of the community and voluntary sectors in promoting wellbeing and meeting need. The Forum reiterated its support for population health approaches to be applied across the health and wellbeing

system and endorsed more consistent and collaborative use of data to inform system activity and interventions.

- **Year of Wellbeing** – Jane Coates updated on the positive progress of the Year of Wellbeing with a focus on the physical activity theme. Members reflected on the success of the Year of Wellbeing in building a social movement and engaging our assets. The potential role for Anchor Institutions in helping to address inequalities was also highlighted.
- **Promoting physical activity for children and young people** - Dave Moorcroft gave an inspirational talk on the role of physical activity in wellbeing and the links to Coventry European City of Sport and UK City of Culture. He recommended that partners “leave egos and logos at the door”, work together to address inequalities and put wellbeing at the centre of strategies and activities. Vicky Joel of Think Active highlighted their valuable work with schools to promote and embed physical activity for children and young people. Effective partnership working and flexible approaches tailored to local circumstances and needs were highlighted.
- **Professor Don Berwick** – International Healthcare expert and King’s Fund visiting fellow Professor Don Berwick shared his reflections on the Place Forum and encouraged members to nurture collaboration. He reinforced the point that health is not achievable through medical care alone. Drawing on the work of Sir Michael Marmot, he described how health is significantly influenced by social factors which are within the remit of the Place Forum: childhood experience; equity in education; workplace - having a purpose; status of elders; community resilience, including housing and connections; and justice and fairness.

3.0 Plans for the Next Place Forum in March 2020

- 3.1 The next meeting of the Place Forum will be in Friargate One, Coventry on 3rd March 2020. The focus of partner activity up to the next Place Forum was agreed on the following areas:
- Consider the Five-Year Strategic Health and Care Plan and provide feedback by 8 November, ahead of its final submission;
 - Promote physical activity within our organisations;
 - Continue to lead and support the Year of Wellbeing and plan for its legacy, including consideration of the role of Anchor Institutions;
 - Attend the Year of Wellbeing end of year event;
 - Progress work on a Strategic Framework for Coventry and Warwickshire;
 - Seek opportunities to embed a population health approach across our organisations; and
 - Develop the role of the Place Forum alongside the new C&W Health and Care Partnership Board.

4.0 Coventry and Warwickshire Year of Wellbeing 2019

- 4.1 The Year of Wellbeing end of year celebration and forward-planning event took place on 4 December. Approximately 170 people attended with an even split between morning and afternoon sessions:
- The morning event focused on next steps for progressing prevention and wellbeing activity. National speakers attended from the Health Foundation (anchor institutions and strengthening communities) and What Works Centre for Wellbeing (measuring and using population wellbeing data to inform decision making).
 - The afternoon session targeted frontline workers and volunteers engaged in voluntary or paid roles associated with promoting health and wellbeing to others. Four workshops were offered covering 5 Ways to Wellbeing and the health champion role; being physically active; finding your motivation to get up and go; and crafts activities for promoting mental wellbeing.
- 4.2 An evaluation of the event itself is underway and is feeding in to the evaluation of the Year of Wellbeing programme being led by Risk Solutions Ltd. The timetable for the evaluation is as follows:
- a. November/December – gather evidence, telephone interviews and written submissions;
 - b. January – synthesis of all evidence, and focus meeting with key P&P workstream officers to guide direction of final report; and
 - c. February – final evaluation feedback to P&P Enabling Group.
- 4.3 The findings of the evaluation including recommendations will be absorbed into a final report on the Year of Wellbeing, to be published in late February 2020.
- 4.4 In relation to the targets set by the Place Forum for deliverables for the Year of Wellbeing, the running total has continued to grow:
- a. **100 primary schools increasing child physical activities during 2019.** Through partnership working with Think Active, Schools Games Organisers, School Sports Trust, CV Life and our own officer capacity, we have exceeded the target for contacts, activities delivered, and advice/resources shared.
 - b. **Starting a conversation about loneliness and social isolation.** We have supported and promoted several national campaigns to target messaging aimed at reducing stigma and generating social action. A strategic approach to loneliness is being developed in Coventry with a range of partners. An action plan exists in Warwickshire. Numerous third sector organisations are undertaking their own focused work.
 - c. **Promote Thrive at Work to Health and Wellbeing Board members and other employers.** 100% of Warwickshire HWBB member organisations have signed up to Thrive. The original target was to achieve bronze by the end of 2019 but this was perhaps too ambitious given the newness of Thrive and the minimal capacity available to support organisations to engage this year. WCC has committed budget for officer support to cover Warwickshire businesses, which will match the approach in Coventry CC and the Combined Authority.
 - d. **Achieve 1000 pledges by individuals to promote wellbeing.** We have exceeded this figure by around 800 pledges. The pledge process and actual reach will be investigated as part of the evaluation.

- 4.5 Legacy conversations have been taking place for some months to explore the best way to mainstream the best parts of the Year of Wellbeing. The existing logo has been redesigned to feature the wording 'Coventry & Warwickshire: Wellbeing for Life' (shown below), to extend the lifespan of the logo, which we hope has begun to form a visible cue for people to connect to the concept of wellbeing.



- 4.6 It is worth noting that several activities outside the original scope for the Year of Wellbeing were developed during 2019 and have formed part of the delivery programme. These include talking to schools about pupil mental wellbeing, localised support for the European City of Sport programme, and the launch of Good Gym amongst others. These activities will be included in the final report.

5.0 Next steps and role of partners

- 5.1 Partners are asked to consider pursue opportunities to promote the Year of Wellbeing and prevention services in public-facing media materials; and consider what they would like to see form part of the evaluation and legacy.

6.0 Financial Implications

- 6.1 The Year of Wellbeing costs of £290,000 are being funded by WCC and Coventry CC (£125,000 each) plus contributions from the three Clinical Commissioning Groups and Warwickshire Police (£10K each). This has funded officer salaries, training, communications, campaigns, merchandise and events.

7.0 Environmental Implications

- 7.1 There are no direct environmental implications from this update. However, as more detailed plans are being developed, the relevant Officers will be involved to provide scrutiny and assurance on this area where necessary.

Background papers: None.

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The report was circulated to the following members prior to publication:
Councillors Caborn, Redford, Golby, Adkins and Roodhouse.

Appendix 1 – Place Plan Actions as at November 2019

Place Plan – rolling actions

Trust and Behaviours	Products
Meet as a Place Forum to build trust; create a place wide model of care and outcomes; and hold each other to account	<input checked="" type="checkbox"/> Place Forum established <input checked="" type="checkbox"/> Health and Care Partnership Board
Develop an update process which covers all Forum members	<input checked="" type="checkbox"/> Forum-wide updates
Refresh the Concordat and use it to capture priorities for improving health & wellbeing and ways of working together	<input checked="" type="checkbox"/> Concordat v2
Translatable vision	Products
Create a health and care system design for our Place	<input checked="" type="checkbox"/> Place System Design
Develop a common narrative	<input checked="" type="checkbox"/> Common narrative
Rollout a place-based approach to Joint Strategic Needs Assessments to inform services at a local level	<input checked="" type="checkbox"/> Place-based JSNA

Complete
 In Progress

Place Plan – rolling actions

Getting it done	Products
Build one strategic, place based plan that is owned by all and uses the means we have at our disposal (STP, BCF etc.)	<input checked="" type="checkbox"/> Place Plan <input checked="" type="checkbox"/> Strategic Framework
Develop a Year of Wellbeing to promote wellbeing and healthy lives, and make prevention/self help the 1 st chapter of all change programmes	<input checked="" type="checkbox"/> Year of Wellbeing
Holding to account	Products
Strengthen the place based governance and working arrangements to deliver against our Concordat	<input checked="" type="checkbox"/> Outcome framework <input checked="" type="checkbox"/> Strategic Framework
Take collective ownership (coordinated through the Proactive & Preventative Executive) to ensure actions happen	<input checked="" type="checkbox"/> P&P Exec & Delivery groups
Strengthen communication and engagement between Forums to keep people updated	<input checked="" type="checkbox"/> Forum-wide updates

Complete
 To be further developed