

North Northamptonshire Health and Wellbeing (HWB) Strategy 2023-2028

*Draft framework for
discussion, 7 Sept 2023*



North
Northamptonshire
Council

Aim



The aim of this slide-deck is to present a draft framework for the North Northants Health and Wellbeing (HWB) Strategy. It covers:



A range of contextual issues on which the HWB strategy is based, including the Joint Strategic Needs assessment (JSNA), the Northants *Live Your Best Life* strategy, and other strategic assessments of health and wellbeing across North Northants



The need for a robust, explicit and open prioritisation process with the engagement of key partners and stakeholders



The need to focus on a small number of key priorities, with corresponding action plans which are realistic and deliverable over the period 2023-28.



The purpose of the HWB Strategy is to:

Provide a context, vision, and overall focus for improving the health and wellbeing of local people and reducing health inequalities.



Identify a short list of shared priorities and outcomes for improving local health and wellbeing and reducing health inequalities.



Support effective partnership working that delivers improved health outcomes.



Provide a framework to support innovative approaches which facilitate necessary change, given the shifting needs of local communities in the wake of the pandemic & the current economic climate

Context, vision and overall focus for the North Northants HWB Strategy

Joint Strategic Needs Assessment (JSNA)

Northants Integrated Care System (ICS)
– *Live Your Best Life*

North Northants Place Development
Big50 vision for North Northants

Economic and Statistical Performance Assessment (ESPA) across North Northants

Stakeholder views

Ensure a consistent and seamless golden thread is running through all these overarching strategic issues

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North Northants Place Development

Big50 vision for North Northants

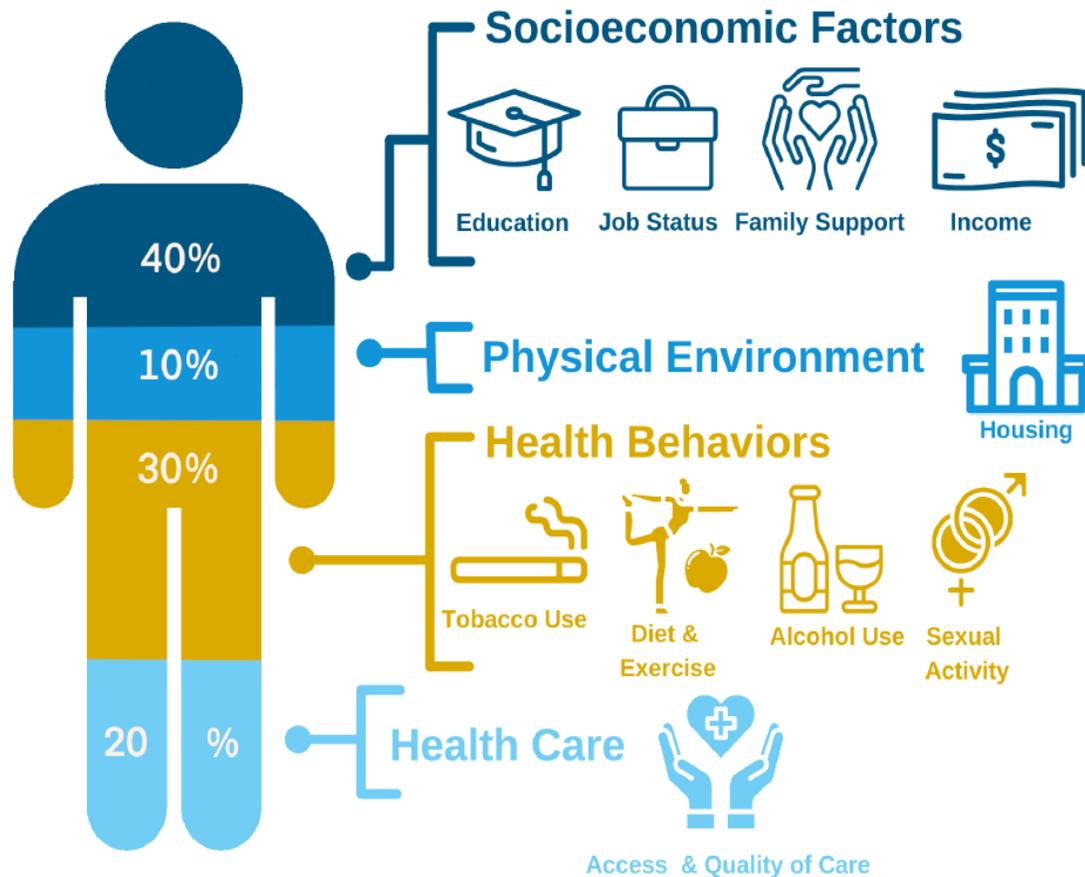
Economic and Statistical Performance Assessment (ESPA) across North Northants

Stakeholder views

JSNA is a statutory requirement of the local authority under the Health and Social Care Act 2012

IMPACTS OF THE WIDER DETERMINANTS OF HEALTH

Robert Wood Johnson model



A focus solely on healthcare provision will not solve all health problems

This requires a system, not an organisational approach.

We need a greater focus on important wider determinants because health starts - long before illness - in our homes, schools and jobs.

Focus for the JSNA – key areas

Demography (numbers of types of people in the population)

Epidemiology (health indicators described by person, place and time)

Health and wellbeing indicators where NNC is an outlier

Health inequalities (differences between different population groups not explained by biology)

Key areas for focus in NNC

Stakeholder access to information

The JSNA will summarise the main health and wellbeing issues, which will help to prioritise the action plan

Focus for the JSNA – public health outcomes framework

PH Outcomes framework is published nationally and includes a number of indicators where Northants is compared to regional and national averages:

- Overarching indicators
- Wider determinants of health
- Health improvement
- Health protection
- Healthcare and premature mortality

The JSNA will use the PH outcomes framework as one of its key sources

Context, vision and overall focus for the North Northants HWB Strategy

Northants ICP priorities all taken into account in developing HWB strategy

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Stakeholder views

*Live your best
Life –*
**Integrated Care
Northants
strategy**

Shared vision

We want to work better together in Northamptonshire to create a place where people and their loved ones are active, confident and take personal responsibility to enjoy good health and wellbeing, reaching out to quality integrated support and services if and when they need help.

Shared ambitions

We want the people of Northamptonshire to have:

- The best start in life
- Access to the best available education and learning
- Opportunity to be fit, well and independent
- Employment that keeps them and their families out of poverty
- Good housing in places which are clean and green
- Safety in their homes and when out and about
- Feel connected to their families and friends
- The chance for a fresh start when things go wrong
- Access to health and social care when they need it
- To be accepted and valued simply for who they are.

Shared aims

- Improve the health and wellbeing of the population
- Reduce inequalities in health and wellbeing outcomes
- Ensure value for money
- Contribute to the economic and social wellbeing of Northamptonshire.

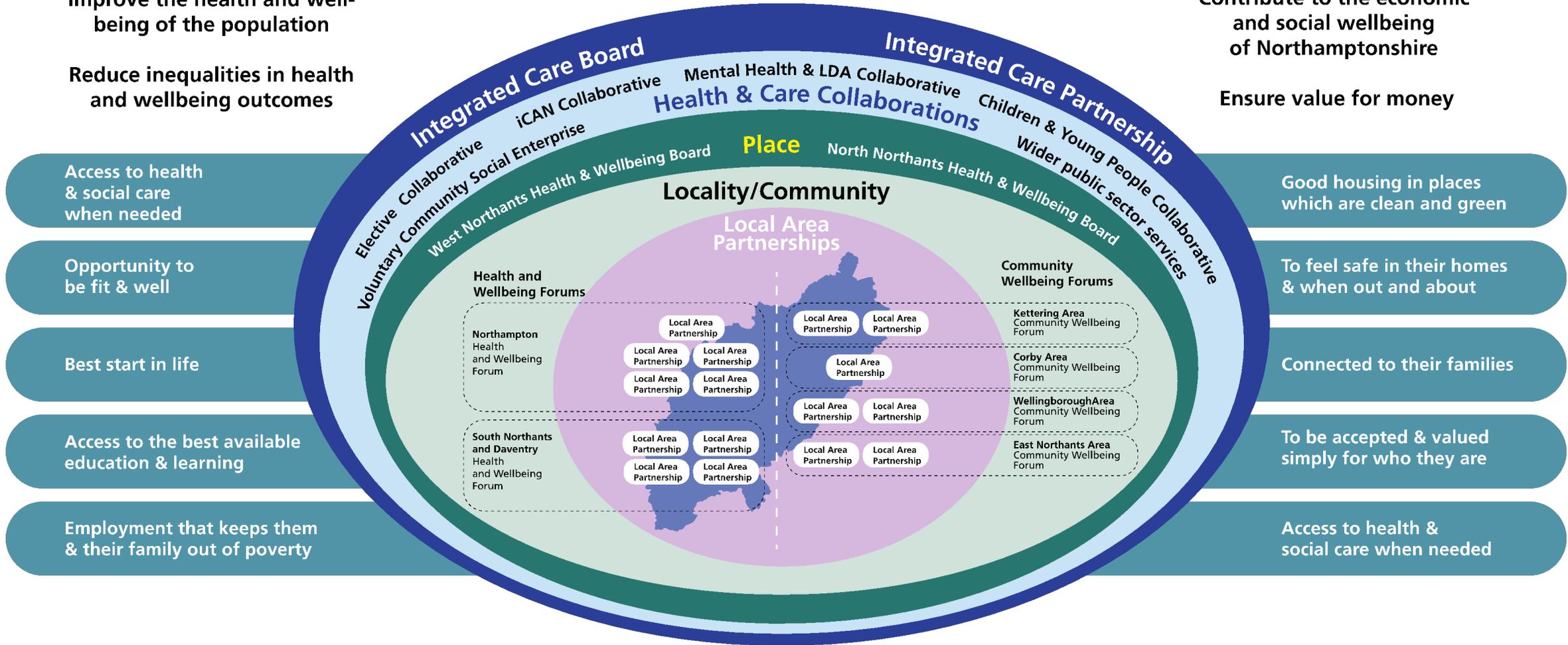
Northamptonshire Integrated Care System

Improve the health and well-being of the population

Reduce inequalities in health and wellbeing outcomes

Contribute to the economic and social wellbeing of Northamptonshire

Ensure value for money



Context, vision and overall focus for the North Northants HWB Strategy

- *A New Sense of Place* is now an integral part of the North Northants landscape
- **Joint Strategic Needs Assessment (JSNA)**
- **Northants Integrated Care System (ICS) – *Live Your Best Life***
- **North Northants Place Development**
- **Big50 vision for North Northants**
- **Economic and Statistical Performance Assessment (ESPA) across North Northants**
- **Stakeholder views**

Places

West Northants

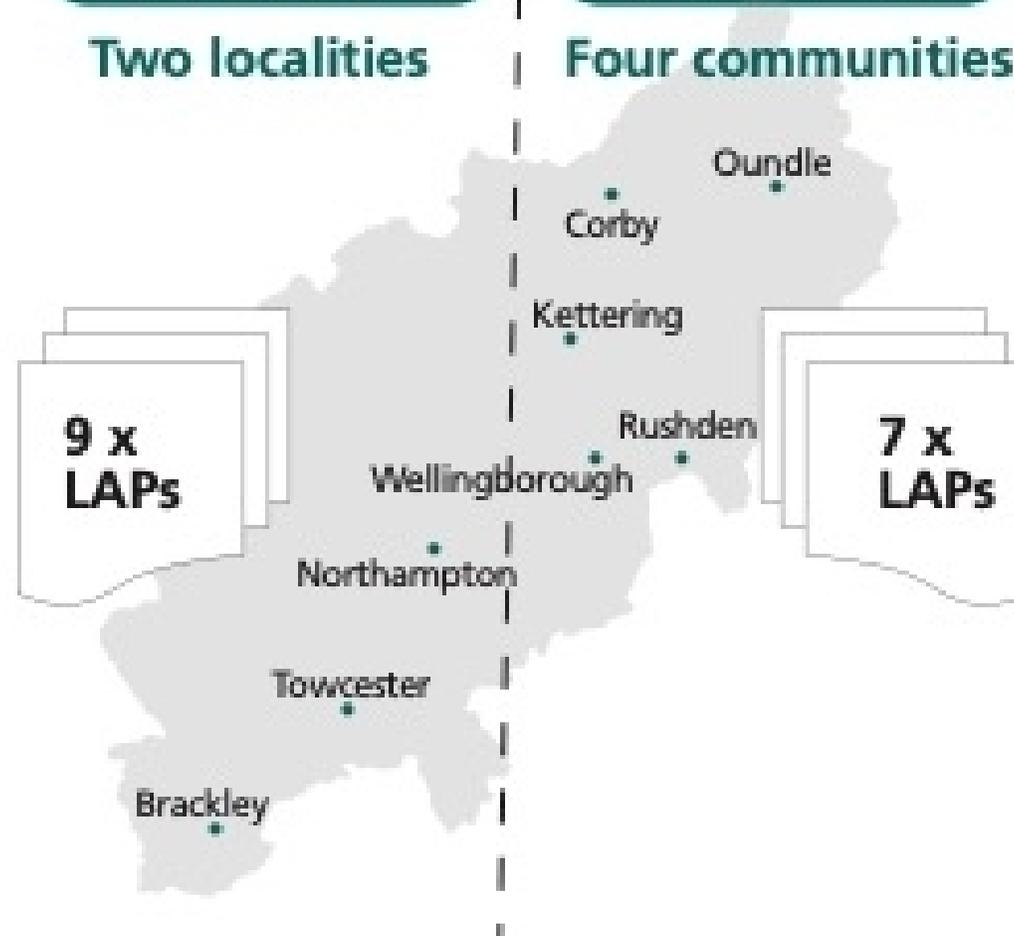
North Northants

Localities

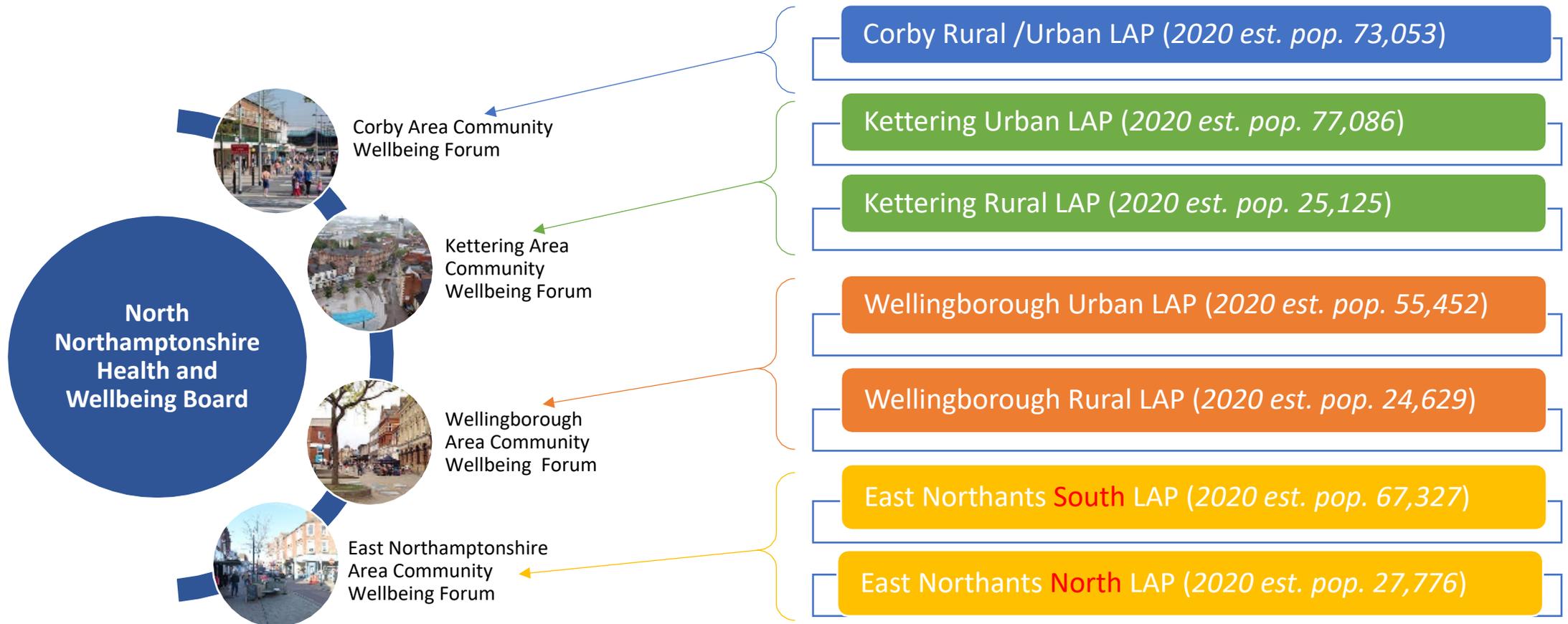
Communities

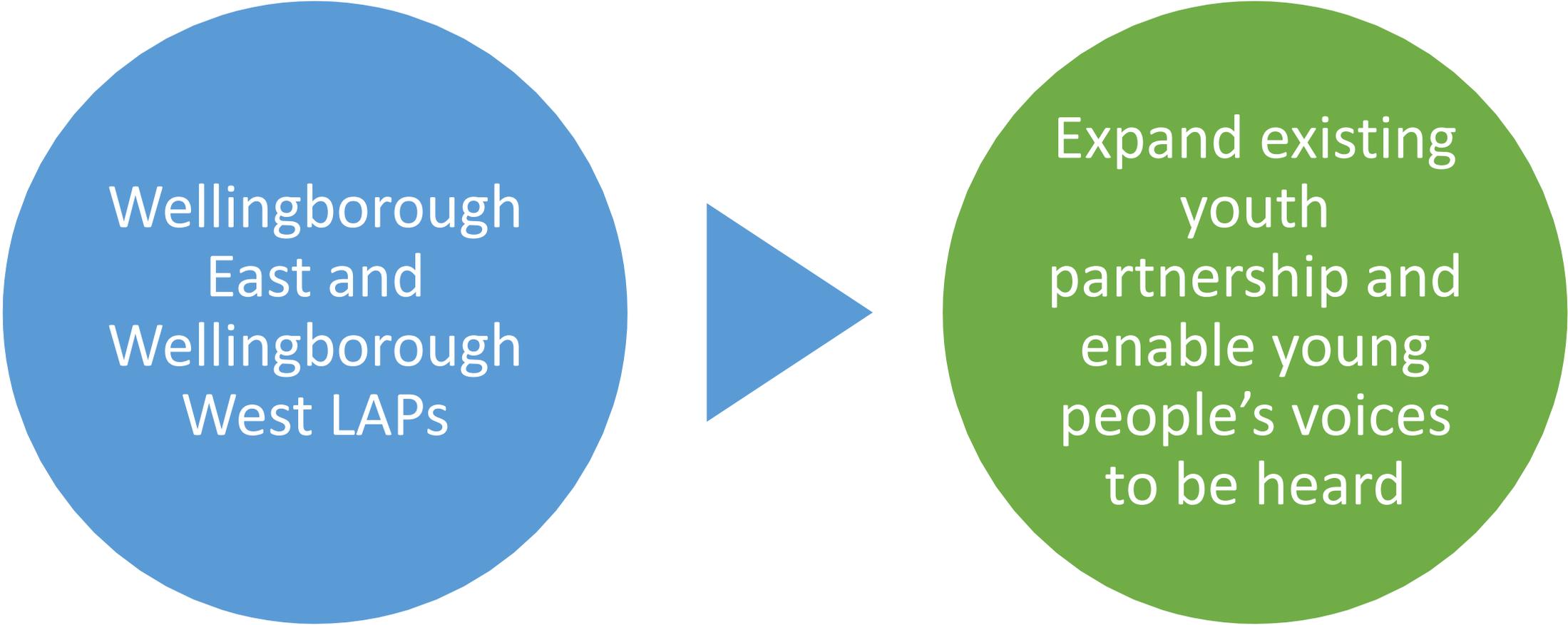
Two localities

Four communities



Area Community Wellbeing Forums Local Area Partnerships





Wellingborough
East and
Wellingborough
West LAPs

Expand existing
youth
partnership and
enable young
people's voices
to be heard

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graph LR; A((Kettering urban LAP)) --> B((Improve engagement with young people regarding mental health and wellbeing))
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Kettering urban
LAP

Improve
engagement with
young people
regarding mental
health and
wellbeing

Kettering rural LAP



Breaking down
barriers to services



East Northants North
and East Northants
South
LAP



Community Transport – increase
voluntary drivers



Corby LAP



Community Transport

Context, vision and overall focus for the North Northants HWB Strategy

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Big50 vision for North Northants

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Stakeholder views

Big50 refers to the vision for North Northants for the year 2050

‘Big50’ Vision for 2050

the best life for all in North Northamptonshire

3 key priorities

- A proud place
- A prosperous place
- A proactive place

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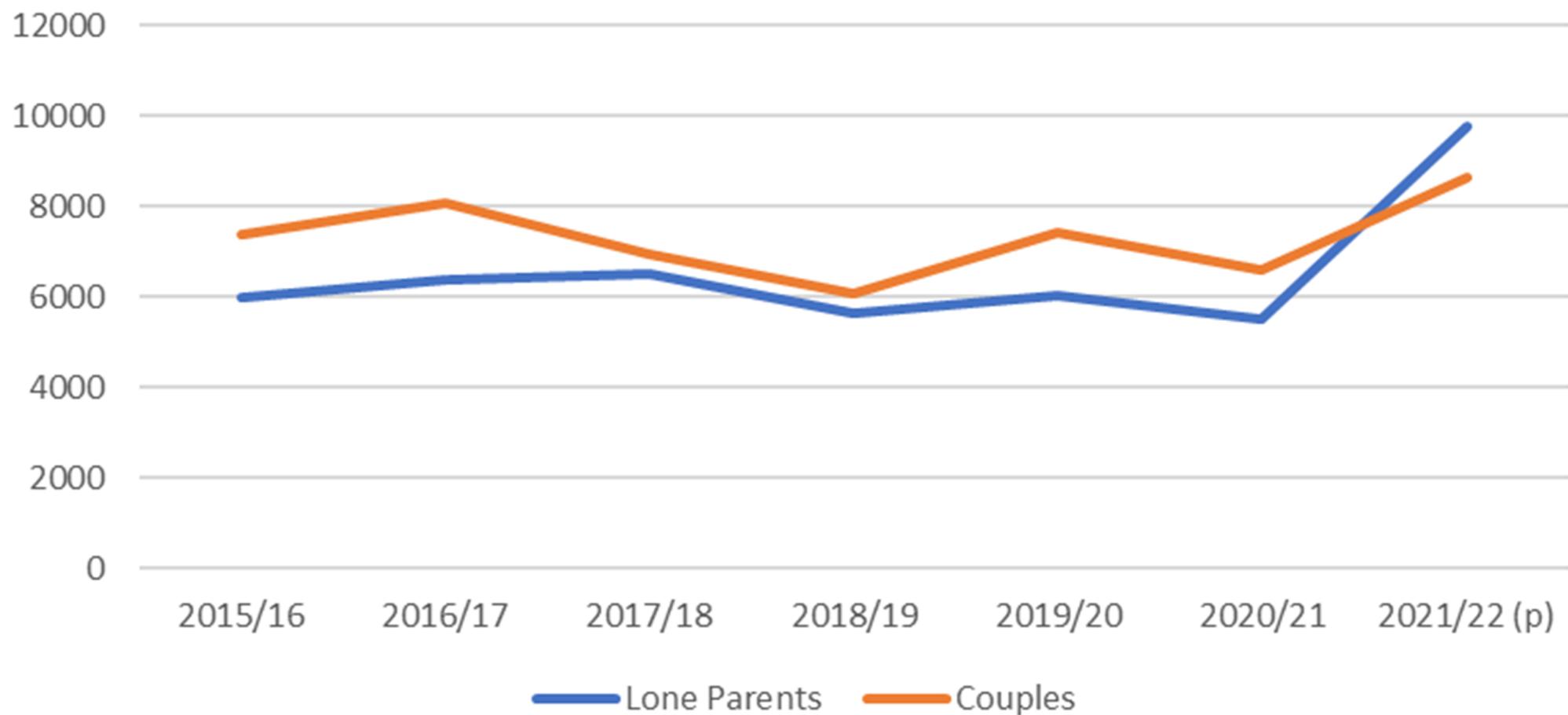
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Stakeholder views

A number of economic indicators across NNC are going in the wrong direction

North Northamptonshire Children in Low Income Families (Relative Low Income)



Over time, North Northamptonshire has consistently shown resident employment rates higher than the England average rising dramatically to a peak in the early months of the pandemic when North Northants had the highest employment rate amongst the basket of economic comparators (Y2End Jun-20). Since then, however, the employment rate has decreased and for the period Y2End Mar-22 fell below the England average for the first time. Performing worse over the last two years than most of the economic comparators the authority is now ranked 15th out of 16.

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Stakeholder views

Discussions with CWFs and LAPs to be summarised here

Aim



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A range of contextual issues on which the HWB strategy is based, including the Joint Strategic Needs assessment (JSNA), the Northants ICS strategy, and other strategic assessments of health and wellbeing across North Northants



→ The need for a robust, explicit and open prioritisation process with the engagement of key partners and stakeholders



The need to focus on a small number of key priorities, with corresponding action plans which are realistic and deliverable over the period 2023-28.



Prioritisation process – what makes a health issue a priority?

All these issues are taken into account when deciding on priority areas

High levels of mortality or morbidity, as described in the JSNA

Areas where NNC is an outlier compared to other similar local authorities

Considerable resource is being spent, and it may be possible for resources to be used more efficiently

Stakeholder views (including professionals, politicians, voluntary groups etc)

Prioritisation process in conjunction with key partners

North Northants Council (elected
members and officers)

Integrated Care Board/Partnership

Local health and wellbeing
providers

Community Wellbeing Forums

Local Area partnerships

Voluntary groups

All views to be taken into account
when deciding priorities

Most Frequent themes stated by leaders

Socio-economic	Services, support and care	Behaviours	Environment
Cost of living and poverty	Addressing widening inequalities	Intersectionality	Travel and transport
Low-income groups	Access to high quality, co-produced services run by well-trained workforce	Deprivation	Access to facilities
Poor housing	Support for healthy ageing	Multiple poor behaviours	Green space access
Benefits access and debt	Parity for social care	Proportionality	Infrastructure
Education including post-16 provision	Support for self-care/access to advice/health literacy	Mental health is a theme throughout	Sustainability agenda and climate impacts
Work, health and prosperity	Multiple health issues	Personal and social influences on behaviours	Impacts of housing on health
Young people's wellbeing – mental health, ACEs, wellbeing needs, child poverty	Support in early years	Food insecurity and healthy eating	Connected communities & places.
Family support	Lived experiences and user opinions	Targeting specific groups and communities	Using assets in communities

Potential Priorities

- Most agreed that the wider determinants of health were the key to promoting health and wellbeing and that is where the NJHWS should centre action.
- Cost of living and economic disadvantage: poverty, low income, and deprivation.
- Poverty of aspiration and the power of education
- Health behaviours
- Upstream vs downstream thinking
- Infrastructure and environment for health
- Needs of seldom heard and marginalised groups
- Public mental health
- Public Access and health literacy
- Joining up strategies and reflections on improving system working

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Key priorities, with realistic implementation plans over the period 2023-28

Children and Young people
Mental Health and wellbeing
Keeping active
Economic prosperity
Tobacco

Possible key priorities for discussion

Try to keep to 5 key areas to ensure action plans are a success

Key priorities, with realistic implementation plans over the period 2023-28

Try and avoid focus where there is already significant effort

Children and Young people

- Key area from JSNA, ICP, local stakeholder views and Big50
- Already huge amount of work in this area, so avoid duplication
- Suggested areas of focus:
 - Overall coordination and joining up of 0-19 services
 - Prevention and a coordinated focus on helping families upstream
 - Maternity and 0-3 years

Key priorities, with realistic implementation plans over the period 2023-28

Try and avoid focus where there is already significant effort

Mental health and wellbeing

- Key area from JSNA, ICB strategy, place, Big50
- Already huge amount of work in this area, so avoid duplication
- Suggested areas of focus:
 - Prevention of teenage anxiety/depression
 - Loneliness in older people
 - people calling emergency services (eg police) who are distressed

Key priorities, with realistic implementation plans over the period 2023-28

Try and avoid focus where there is already significant effort

Keeping active

- Key area from JSNA, Big50, local stakeholder views
- Already huge amount of work in this area, so avoid duplication
- Suggested areas of focus:
 - Active travel to and from school
 - Maintaining a healthy weight
 - More use of outdoor spaces

Key priorities, with realistic implementation plans over the period 2023-28

Try and avoid focus where there is already significant effort

Economic activity

- Key area from Big50, local stakeholder views, Integrated care partnership, ESPA
- Proportion of those economically active gone down in last few years
- Helping with high cost of living and reducing poverty key feedback from focus groups
- Suggested areas of focus:
 - Occupational health/back to work
 - Workplace as healthy setting
 - 16-24 year olds; apprenticeships; generational worklessness

Key priorities, with realistic implementation plans over the period 2023-28

Try and avoid focus where there is already significant effort

Tobacco

- Key area from JSNA, local stakeholder views, Integrated care partnership
- Proportion of those still smoking now a national outlier
- Suggested areas of focus:
 - smoke free outdoor public spaces
 - preventing children starting smoking
 - reducing illegal tobacco

Summary



The aim of this slide-deck has been to present a draft framework for the North Northants Health and Wellbeing (HWB) Strategy. It has covered:



A range of contextual issues on which the HWB strategy will be based, including the Joint Strategic Needs assessment (JSNA), the Northants *Live Your Best Life* strategy, and other strategic assessments of health and wellbeing across North Northants



The need for a robust, explicit and open prioritisation process with the engagement of key partners and stakeholders



The need to focus on a small number of key priorities, with corresponding action plans which are realistic and deliverable over the period 2023-28.



Project timeline & next steps



[May - June]

July

August

September

October

November

December

January

February

- **Review** health and wellbeing intelligence & insights
- Review relevant reports and strategies
- Look at what LAP data is suggesting about priorities / theme
- Establish **governance for HWB Board**
- Attend key groups to increase awareness and ownership of JHWS project and gain feedback
- Agree **overall approach** with HWB Development group and North Place Delivery Board

- **Conduct interviews** with key players in system (issues/priorities).
- Attend CWFs to discuss JHWS
- Hold **insight sessions** with partner and stakeholder groups to explore issues/needs/priorities
- **Construct report** that summarises engagement so far for North Place Delivery Board and HWB Board: should include structure of strategy, priorities, identified and cross-cutting themes highlighted

HWB Board and Stakeholder Workshops to explore relevant JSNA findings, insight sessions and agree priorities, approach, cross cutting themes and plan of action to see where we can make the most effective impact on health outcomes.

HWB Board receive first draft
Consult – (Road show approach)
Attend CWFs and LAPs to engage places

Final draft of HWB Strategy brought to HWB Board in January 2024

Publish HWB strategy