

Health & Wellbeing Board Strategy: development plans for delivery

Active Communities Executive Advisory Panel
31st January 2025

Introduction

- Focus is on the development plans as each are at different stages - activity and progress to date will be shared.
- Presentation from each workstream lead followed by some key questions for exploration and discussion with councillors.

Background

- Health & Wellbeing Board Strategy 2024-29 agreed by the Board on the 12th December 2024
- Five key priorities each with an executive sponsor, workstream lead and public health officer support
- Dynamic development plans sit underneath each priority to allow for innovation
- Progress is tracked and monitored by the Health & Wellbeing Strategy Oversight Group

Priorities and associated executive sponsors

- Smoking and Vaping- Jane Bethea, North Northamptonshire Council
- Keeping Active - Chris Holmes, Northamptonshire Sport
- Mental Health & Wellbeing – David Maher, Northamptonshire Healthcare Foundation Trust (NHFT)
- Children & Young People – Charisse Monero, North Northamptonshire Council
- Financial Resilience – Pratima Dattani, Support Northamptonshire

We need your help

- How can you as Councillors connect us better to your local community?
- Are there specific groups we should be linking with?
- For those action plans in the early stages of development – are there specific approaches that you think might be most successful?

North Northamptonshire Health and Wellbeing Strategy

Priority Programme: **Smoking and Vaping**

Health & Wellbeing Board Sponsor:	Jane Bethea
Programme Lead:	Pippa Williams



North Northamptonshire
**HEALTH AND
WELLBEING BOARD**

Programme Approach

Aim: To reduce the overall prevalence of smoking, and reduce inequalities in smoking prevalence in the North Northamptonshire population

Objectives:

1. To increase the number of residents supported to stop smoking
2. To provide targeted support to population groups with higher prevalence of smoking
3. To address smoking and vaping in children and young people
4. To disrupt the sale of illegal tobacco and vaping (e-cigarettes) products and reduce underage sale

A detailed action plan for this programme has been developed and implementation started. A substantial level of activities under objective 1 and objective 2 are funded through additional ring-fenced funding provided to North Northamptonshire Council, as part of the Government's national aim to support more smokers to quit.

Action Plan Progress: delivery 2024

Increasing the number of residents supported to stop smoking:

- The local authority Stop Smoking Service Team has been expanded with an additional 3x stop smoking advisors, 1x stop smoking specialist and 1x team leader.
- This staff expansion has increased the number of clinic spaces and resulted in a reduction in the service waiting time from 8 weeks, to 1-2 weeks.
- The service has implemented a commissioning process for providers of stop smoking aid products which the service requires (Nicotine replacement therapies and e-cigarettes).
- Several communication and engagement events were implemented to generate referrals to the service.

Providing targeted support to population groups with higher prevalence of smoking:

- A place-based project has been developed working with Corby Local Area Partnership, aimed at reducing smoking prevalence in routine and manual workers.
- This project aims to understand the drivers to smoking in this population group, increase demand to stop smoking and identify ways to improve the accessibility of stop smoking services.
- Stakeholders from the Corby Local Area Partnership have formed a task and finish group. Initial activities included stakeholder mapping, and data and intelligence analysis to understand the local routine and manual workforce.
- A commissioning process is underway for a supplier to conduct insight gathering working with existing community assets via the Local Area Partnership.

Action Plan Progress

To address smoking and vaping in children and young people:

- Guidance has been developed to support and empower secondary schools to address youth vaping.
- The draft guidance has been piloted with secondary schools and is being amended based on the feedback.
- The Healthy Schools Team have made national resources available to schools and encouraged schools to participate in the SHEU survey, which generates local data on smoking and vaping in school children.
- The Healthy Schools Team are engaged in the steering group for the 2025 County Schools Challenge Event, the topic this year is vaping.

To reduce the sale of illegal tobacco products and vaping (e-cigarettes):

- A collaborative project between Public Health and Trading Standards was developed to disrupt the sale of illegal tobacco and vape products.
- The project to date has undertaken an analytical exercise to map hot-spots for illegal and underage sales.
- The next stage was a programme of targeted test purchasing to identify premises engaging in illegal and underage sales.
- An initial meeting was held between the Police, Trading Standards, NNC Licensing and Public Health to discuss shared actions and develop a joint-working approach to reducing illegal and underage sales of tobacco and vape products.

Future Focus 2025

Increasing the number of residents supported to stop smoking:

- Recruitment of 2x stop smoking advisors to bring team to full capacity.
- Achieve a framework of providers for Stop Smoking Aids and establish a clear direction to provide pharmacological interventions.
- Develop and implement a communication and engagement plan.

To address smoking and vaping in children and young people:

- Establish a working group to coordinate stakeholders in addressing youth vaping and smoking and undertake needs analysis of stakeholders.
- Develop an engagement plan to understand children and young peoples' views on vaping and smoking.
- Publish school's guidance and adapt for primary schools.

Providing targeted support to population groups with higher prevalence of smoking:

- Progress project with Corby LAP, completing insight gathering exercise and developing interventions to test and evaluate.
- Scoping and initiating projects focused on reducing smoking prevalence in pregnancy, and in people with a severe mental illness.

To reduce the sale of illegal tobacco products and vaping (e-cigarettes):

- Complete the collaborative project, delivering training and a communication campaign aimed at increasing awareness and improving the reporting of illegal and underage sales of tobacco and vape products.
- Evaluate the project to understand the effective and sustainable interventions to establish.



North Northamptonshire

**HEALTH AND
WELLBEING BOARD**

North Northamptonshire Health and Wellbeing Strategy

Priority Programme: **Keeping Active**

Health & Wellbeing Board Sponsor:	Chris Holmes
Programme Lead:	Julie Cardwell



North Northamptonshire
**HEALTH AND
WELLBEING BOARD**

Programme Approach

The aims and objectives of the Keeping Active Priority are aligned with the Active Communities Framework, which aims to develop, protect and improve physical assets, services and programmes for the community to support increased participation in activity and movement across North Northamptonshire.

A collaborative approach has been taken for this Framework with the establishment of an Active Communities Partnership, bringing together a wide range of stakeholders to develop and implement action plans.

The proposed approach for the Keeping Active Priority is to develop an action plan with one or two key focus areas per objective, taken from the priorities agreed under the Active Communities Framework. These focus areas and the detailed action plan will be further refined by the Active Communities Partnership, next meeting on 6th February 2025.

This alignment of aims and objectives ensures the Keeping Active Priority compliments the ongoing work of the Active Communities Framework.

Programme Approach

Aim: to create cohesive communities where everyone can live active, healthy, happy and connected lives.

Objectives:

- 1. Healthy Communities** – To improve health and wellbeing through the development and delivery of active wellbeing opportunities that increases participation in physical activity and movement.
- 2. Connecting Communities** – Connecting people and communities through active wellbeing, movement, and physical activity to improve wellbeing and provide active wellbeing assets that communities are proud of.
- 3. Thriving Communities** – Increased active wellbeing opportunities will contribute towards vibrant and safe communities where there are increased opportunities for training and development. Active wellbeing services are sustainable and contribute to the visitor economy in North Northamptonshire.
- 4. Green Communities** – Active travel is the easy choice for residents and local developments embrace active environments. The Leisure Assets portfolio works towards reduction in energy use and decarbonisation

Action Plan Progress to date

Key focus areas per objective have been identified. These will collectively cover key activities supporting being active across the life course, and a focus on reducing inequalities. The Active Communities Partnership will support the next stage for the refining the detailed Action Plan.

Healthy Communities focus area - Older people: take an active ageing approach expanding opportunities to be active and supporting the health, care and VCSE sectors to deliver an active ageing approach within their services.

Healthy Communities focus area - Families: supporting families to be active and reduce inactivity. This area will align with the Children and Young People's Priority area, and benefits from an NNC Leisure Active Families programme funded by public health.

Connected Communities focus area – Place-based Inequalities: supported by Sport England funding, the development of a Place Expansion Programme in three localities to reduce inequalities in activity levels. Queensway in Wellingborough, and Kingswood and Lodge Park in Corby.

Thriving Communities focus area - Workplaces: engaging local employers to create healthy workplaces which enable increased activity levels for their workforce.

Green Communities focus area – Active Environments: increasing use of local green spaces and the Greenway.

Future Focus 2025

Healthy Communities: Older People

- Scope current service provision and gaps across leisure and VCSE sector
- Understand needs of different sectors to deliver an active ageing approach
- Develop a test programme of interventions to support the caring workforce to increase activity in older people

Healthy Communities: Families

- Implement Active Families programme, delivering free or low-cost activities for families in a variety of settings and locations
- Undertake community engagement to explore barriers to participation for families, and preferred programmes

Connected Communities: Place-based Inequalities

- Gather community intelligence to understand dynamics, needs and barriers to being active in identified communities
- Develop test projects to understand what works well in the specific localities

Thriving Communities: Workplaces

- Develop a shared understanding of current support for healthy workplaces and the stakeholders involved.
- Understand the needs of workplaces to engage and encourage their workforce to be more active and identify areas to develop
- Develop collaborative working approach with employers, with relevant connections into the Active Communities Partnership

Green Communities: Active Environments

- Develop shared understanding of existing programmes which aim to increase the use of local green spaces and use of the Greenway
- Identify priority areas for expansion of existing programmes or other gaps
- Review information on local green spaces and available programmes to ensure easily accessible

North Northamptonshire Health and Wellbeing Strategy

Priority Programme: **Mental Health & Wellbeing**

Health & Wellbeing Board Sponsor:	David Maher
Programme Lead:	Leigh Bell



North Northamptonshire
**HEALTH AND
WELLBEING BOARD**

Programme Approach

Aim: To improve public mental health, maximise the opportunities to promote mental health, prevent mental ill health and reduce inequalities in access to care and support within North Northamptonshire.

Objectives:

1. Refine and strengthen our current work to reduce self-harm and suicide prevention.
2. Increase the focus on reducing smoking in people with SMI and opportunities to improve the physical health of people with SMI.
3. Reduce mental health related inequities in access, outcomes and experience.

Progress to Date

To refine and strengthen our current work to reduce self-harm and suicide prevention:

- **Suicide Prevention Strategy and Action Plan 2022- 2025** - Delivery of agreed activities is led by the suicide prevention team with oversight from the Suicide Prevention Steering Group, and the MHLDA Pillar.
- **Postvention Support Package Schools** - Developed a support package for schools in Northamptonshire. Was recently reviewed and updated in November 2024
- **All age digital offer** – Have recently commissioned a 1 year provision with SHOUT, which is a 24/7 confidential crisis support platform for anyone in Northamptonshire grappling with issues such as depression, anxiety and self-harm.
- **Training framework** – Our county wide suicide prevention training framework delivers training for partner agencies across the system
- Developing System-Wide Protocol for Notification of Suspected Suicide

Action Plan Progress

To increase the focus on reducing smoking in people with SMI and improve the physical health of people with SMI.

- As a part of the SMI Maturity Programme, provision of clinical support and leadership has been agreed to increase uptake and quality of the health checks with the aim to reduce premature mortality amongst those with SMI.
- Clinical lead will ensure practices work closely with public health colleagues to develop an outcome-based pathway of support for smoking cessation (involving referral following an health checks and assurance of engagement).
- NNC's Smoking Cessation team delivers targeted interventions to reducing smoking within the SMI population.

Reduce mental health related inequities in access, outcomes and experience:

The local concordat action plan supports the implementation of the Health Inequalities Plan, which will agree and deliver actions to reducing health inequalities in people with severe mental illness and specific community groups (minority groups, homeless, those misusing drugs and alcohols)

Work currently undertaken focuses on,

- Understanding the local needs, challenges and areas of improvement.
- Addressing the social determinants of poor health
- Early identification of those with physical health risks
- Improving support for reducing the risk of unhealthy lifestyle behaviours

Action Plan Progress

To Increase the focus on reducing smoking in people with SMI and improve the physical health of people with SMI.

- As a part of the SMI Maturity Programme, provision of clinical support and leadership has been agreed to increase uptake and quality of the health checks with the aim to reduce premature mortality amongst those with SMI.
- Clinical lead will ensure practices work closely with public health colleagues to develop an outcome-based pathway of support for smoking cessation (involving referral following an health checks and assurance of engagement).
- NNC's Smoking Cessation team delivers targeted interventions to reducing smoking within the SMI population.

Reduce mental health related inequities in access, outcomes and experience:

The local concordat action plan supports the implementation of the Health Inequalities Plan, which will agree and deliver actions to reducing health inequalities in people with severe mental illness and specific community groups (minority groups, homeless, those misusing drugs and alcohols)

Work currently undertaken focuses on,

- Understanding the local needs, challenges and areas of improvement.
- Addressing the social determinants of poor health
- Early identification of those with physical health risks
- Improving support for reducing the risk of unhealthy lifestyle behaviours

North Northamptonshire Health and Wellbeing Strategy

Priority Programme: **Children and Young People**

Health & Wellbeing Board Sponsor:	Charisse Monero
Programme Lead:	Patsy Richards Helene Denness



Where are we now: Healthy Weight

- In North Northamptonshire, in 2023/24, 23.4% of children aged 4-5 years were overweight or obese, statistically significantly higher than the proportion in England (22.1%). In the same year, 36.9 % of children aged 10-11 years were overweight or obese, which is statistically similar to the proportion in England (35.8%).
- Whilst a small proportion of children in North Northamptonshire are underweight, 1.2% aged 4-5 years and 1.1% aged 10-11 years, the care and support these children need is encompassed in this priority.

Aims and objectives

Aim: To reduce the overall prevalence of childhood obesity and reduce inequalities in childhood obesity between different population groups in North Northamptonshire.

Objectives:

1. Using existing assets, such as Family Hubs and the Healthy Schools Programme, implement primary prevention activities focused on increasing the proportion of children who maintain a healthy weight by eating a balanced diet and enjoying physical activity.
2. Working as a system, explore opportunities for school and community-based family weight management approaches as part of a system-wide approach to address childhood obesity.
3. Recognising the association between childhood obesity, poor oral health and deprivation, ensure that professionals working with children and families communicate consistent messages regarding infant feeding, healthy weaning and healthy family diets to reduce dental caries and admissions to hospital for tooth extractions with a proportionate universal approach.
4. Dovetailing with the 'Keeping Active' priority, work with partners to increase the proportion of children and young people who participate in movement and physical activity, setting the foundation for long-term participation that enhances their physical and mental health and wellbeing ensuring there is a focus on those who experience barriers to participation

An example of a Programme plan: Objective 3

Aim	Objectives	Key Activity	Short term (0-6 months)	Medium term (7-18 months)	Longer term (19 months to 3 years)
<p>To reduce dental caries and admissions to hospital for tooth extractions</p>	<p>Ensure that professionals working with children and families communicate consistent messages regarding infant feeding, healthy weaning and healthy family diets</p>	<p>Develop an oral health social marketing campaign – promoting oral health messages</p>	<p>Review current leaflets and evidence for oral health marketing and submit a proposal for approval through Northamptonshire Oral Health Alliance (NOHA)</p>	<p>Work with system partners to mobilise a marketing campaign</p>	<p>A well established oral health campaign is in place promoting messages in languages and visuals understood by the local population</p>
		<p>Undertake audit on oral health policies in Early Years Settings (EYS)</p>	<p>Work with EYS to identify the local need in relation to food policies</p>	<p>Work with the EYS to develop the policy and promote with parents and staff</p>	<p>Implement a local version of the child smile award scheme for children in EYS promoting healthy eating and reduction of sugar</p>
		<p>Work with Family Hubs to finalise the infant feeding strategy and action plan</p>	<p>Finalise and distribute the infant feeding strategy</p>	<p>Implement the actions of the action plan to ensure infant feeding support is promoted widely across North Northamptonshire settings</p>	<p>Families are well supported in their infant feeding journey</p> <p>Children have a healthy weight</p> <p>Children have less dental caries and tooth extractions</p>

Measuring progress at the *population* level

Public Health Indicator from Fingertips	England value	East Midlands	North Northamptonshire	Ambition
Reception prevalence of overweight or obesity (4-5 yrs)	22.1%	22.0%	23.4%	Targets to be confirmed
Year 6 prevalence of overweight or obesity (10-11yrs) Fingertips data link	35.8%	36.0%	36.9%	As above
Percentage of 5 year olds with experience of visually obvious dental decay (2021/22) Fingertips data link	23.7%	22.3%	25.2%	As above
Hospital admission for dental caries (0-5yrs) per 100,000 (2020/21- 22/23) Fingertips data link	178.8	60.8	163.0	As above

North Northamptonshire Health and Wellbeing Strategy

Priority Programme: **Financial Resilience**

Health & Wellbeing Board Sponsor:	Pratima Dattani – Support Northamptonshire
Programme Lead:	Kerry Purnell



North Northamptonshire
**HEALTH AND
WELLBEING BOARD**

Where Are We Now?

- Strong financial resilience has a wide-reaching positive effect on the individual, their friends & families, local communities, businesses & the wider economy.
- The places where people live & the circumstances into which they are born have a fundamental effect on life chances. People may be considered to be living in poverty if they lack the financial resources to meet their needs. One in five (22%) people nationally are living in poverty.
- Financial Resilience is about feeling confident & empowered to make the most of your money & assets from day to day; the ability to deal with both expected and unexpected events, having the knowledge or being able to access the tools to feel more secure, in control and less stressed about money. This can have a positive effect on health and wellbeing, work & relationships.
- The Cost-of-Living crisis has been affecting people across the UK since 2022, with groups feeling the pressures differently. In data collected in August 2024, through the Office for National Statistics, the most important issue facing adults was the cost of living (86%).

National Context

Where residents are unemployed, have low-income jobs or are reliant on benefits, have unstable or unsuitable housing, have low skills and qualifications, lead chaotic lifestyles due to multi-exclusion, their mental health and physical health & wellbeing & their ability to fulfil their potential is severely compromised.

It can lead to missed opportunities, exclusion, stigma and discrimination. It limits ability to participate and feel valued and included in society.

The worst affected residents tend to fall within certain Health Inclusion categories, which mirror the Core20Plus5 definitions:

- The asylum-seeking process
- Homelessness and rough sleeping
- The care system
- The criminal justice system

The main characteristics and circumstances found to impact financial exclusion are:

- **Lifestyle:** Homeless people, ex-offenders, care leavers and asylum seekers can often have had short term priorities, impulsive behaviours and disorganised lifestyles.
- **Financial and digital literacy:** These groups were often found to have limited understanding of how to use bank accounts, managing their money and making informed financial decisions.

North Northamptonshire picture

- North Northamptonshire's 20 most deprived Lower Layer Super Output Areas (LSOAs) are clustered into the areas of Kingswood, Corby, Avondale Grange, Kettering, Queensway and Hemmingwell, Wellingborough, Kettering Town, Central Wellingborough & Corby Town. IMD data shows that 50,560 residents live in the 20% most deprived areas & of these the average age is just under 37 & nearly 13% are from an ethnic minority background.
- Child poverty is rising particularly sharply & is negatively impacting on children's health now, & potentially for the future. In 2022-23 the number of children under 16 living in absolute low income families was 12,953 (17.8%).
- Whilst job density & availability of employment opportunities is highest in urban areas, & highest in Corby, adult educational attainment levels are lowest in the most deprived neighbourhoods.
- The most deprived neighbourhoods statistically have higher levels of social housing; considerable amounts of Queensway, Kingsway, Hemmingwell, & Wellingborough town centre are within the highest 10% areas for fuel poverty in North Northamptonshire.
- 26.1% of primary school age children are eligible for free school meals. This is significantly higher than the England average of 23.8%.
- Activity to expand and enable access to good quality benefits advice and support has a significant positive effect on peoples' financial and therefore health and wellbeing.
- Supporting people to increase their weekly and monthly income also increases spend in the local economy which has a wider impact on the overall economic prosperity of the area.

Some Examples of existing services to build on

- **Advice Agencies** in 2023-24 reported demand for support is increasing with a 53% increase in clients seen. The top 5 enquiry issues related to benefits and tax credit, housing, debt, relationships & family issues, hardship support/food banks. Nearly 60% were experiencing mental health difficulties, 83% had a disability or long-term condition
- Every person being supported by **Support North Northants** is offered a full benefits check. 60% people supported were found not to be claiming all the benefits they are entitled to.
- As part of its new **strategic VCSE grants** programme NNC has invested £110k p.a. for 3 years from 1st April 2024 into CAB and Community Law Service for the provision of a free, impartial, independent & confidential information & advice service for budgeting & money management to help alleviate personal financial distress.
- Since 2021 the Council has administered the **Household Support Fund** to provide support to households who would otherwise struggle to buy food and meet the essential costs of day-to-day living or are suffering exceptional cases of genuine emergency
- Since 2023 the **Adult Learning Service** has been supporting the UKSPF education, skills and training interventions through employment support, basic and life skills courses, vocational qualifications & volunteering opportunities.
- Since 2021 Northamptonshire Sport has been co-ordinating the delivery of the government funded **Holiday Activity Fund** (HAF) programme in Northamptonshire, to fund school holiday clubs to ensure that disadvantaged children, young people and families have access to healthy food and enriching activities throughout holiday periods

Aims and Objectives of the programme

Aim: to Improve the financial resilience of our residents across North Northamptonshire.

This could be achieved by:

- Addressing the causes of deprivation
- Promoting a more holistic approach to the wider determinants that affect financial resilience
- Focusing on financial literacy
- Supporting residents to access skills, employability training and support
- Supporting residents to access all the benefits to which they are entitled
- Supporting residents to return to work following illness
- Targeting work with multi-exclusion communities
- Tackling the stigma associated with poverty
- Maximising grass roots initiatives such as through food banks, warm spaces and community hubs and the wider VCSE

Using an asset-based approach, working with statutory partners, residents, the Place Based Partnerships, Local Area Partnerships, Family Hubs, & community partners we will develop a Theory of Change which adopts sustainable solutions for the short, medium and longer term.

We need your help

- How can you as Councillors connect us better to your local community?
- Are there specific groups we should be linking with?
- For those action plans in the early stages of development – are there specific approaches that you think might be most successful?