

# TRAFFORD HEALTH AND WELLBEING STRATEGY

2013-2016



SUMMARY REPORT

[www.infotrafford.org.uk/hwbstrategy](http://www.infotrafford.org.uk/hwbstrategy)



**TRAFFORD**  
COUNCIL

## What is the Strategy about?

This strategy is our overarching plan to deliver our vision. It focuses predominantly on the health and social care-related factors that influence health and wellbeing. The important wider determinants of health and wellbeing, such as crime, employment and housing, are addressed through other key strategies listed on page 3. This strategy emphasises the importance of partnership working and joint commissioning of services to achieve a more focused use of resources and better value for money. It is based on the principles of prevention and early intervention, thinking about the whole family and ensuring choice, control and empowerment of our residents.

## How was it developed?

This strategy builds on work that has been undertaken in Trafford over the last five years. Informed by our Joint Strategic Needs Assessment (JSNA) ([www.infotrafford.org.uk/jsna](http://www.infotrafford.org.uk/jsna)) we focus on the three major outcomes, to be delivered by a number of priorities and actions (examples of which are given on the following pages). We consulted in 3 phases, a variety of organisations and agencies who work in the area of health and wellbeing, as well as residents, to identify the vision, outcomes, priorities and actions included in the strategy.



# Trafford Health and Wellbeing Strategy Priorities 2013-2016

## VISION

Public health is everyone's business. We will reduce health inequalities through working with communities and residents to improve opportunities for adults and children to enjoy a healthy, safe and fulfilling life.

## OUTCOMES

**Outcome One:** Every child has the best start in life

**Outcome Two:** A reduced gap in life expectancy

**Outcome Three:** Improved mental health and wellbeing

## PRIORITIES

**Priority 1:** Reduce childhood obesity

**Priority 2:** Improve the emotional health and wellbeing of children and young people

**Priority 3:** Reduce alcohol and substance misuse and alcohol related harm

**Priority 4:** Support people with long term health and disability needs to live healthier lives

**Priority 5:** Increase physical activity

**Priority 6:** Reduce the number of early deaths from cardiovascular disease and cancer

**Priority 7:** Support people with enduring mental health needs, including dementia to live healthier lives

**Priority 8:** Reduce the occurrence of common mental health problems amongst adults

The following diagram is a 'Strategy on a page', it captures the themes and priorities of our strategy on one succinct page.

## CORE PRINCIPLES

Choice, control and empowerment

Partnership prevention & early intervention

Think family safeguarding

## KEY SUPPORTING STRATEGIC DOCUMENTS

CYP Strategy 2011-2014  
 Child Poverty Strategic Plan 2011  
 Crime Prevention Strategy: Reducing Crime, Protecting People 2012-2015  
 Trafford Housing Strategy 2009-2012  
 Trafford Child Poverty Strategic Plan 2011  
 50+ Strategy 2010-2013  
 Trafford Carers Commissioning Strategy 2009-2014  
 Trafford Alcohol Strategy  
 A Healthy Weight Strategy for Trafford 2010-2013  
 Living Well with Dementia in Trafford. Trafford Commissioning Strategy 2010-2012  
 Stimulating Success. Trafford's Economic Development Plan 2010-2013  
 Trafford Local Plan - Core Strategy: Adopted January 2012  
 Trafford Partnership Volunteering Strategy 2012  
 CCG Quality Strategy 2012  
 Trafford Tobacco Control Partnership Strategy 2010-2012  
 Promoting Physical Activity. A Strategy for Trafford 2011-2014  
 Green Infrastructure & Recreation Local Development Framework 2012  
 Towards Integrated Care in Trafford  
 Trafford Commissioning Strategy

## Outcome 1

### Every child has the best start in life

We want all children to realise their full potential, helping them to prepare from an early age to be self-sufficient and have a network of support that will enable them to live independent and healthy lives.

We will review and build on our services from conception to age 3 to improve outcomes at age 5 by using the growing national and international evidence of effective programmes of prevention and early intervention.

We want targeted programmes of support to have lasting impact, especially towards the most vulnerable, in order to prepare for the responsibilities of adulthood and build up resilience for the future.

## Priorities

- Reduce childhood obesity
- Improve the emotional health and wellbeing of children and young people

## Examples of actions

Increase the number of primary schools participating in Fit for Life (FFL) in the four localities with particular focus on schools with high levels of obesity.

Agree a collaborative programme of activity for childhood obesity including healthy eating and physical activity across all agencies in Trafford using the life course approach.

The LARCO (Locality Approach to Reducing Childhood Obesity) project will fund local groups in three areas of Trafford to provide innovative activities for primary age pupils around physical activity and healthy eating.

Work as a partnership to develop a single point of access (SPA) for emotional health services to provide a clear and easy to access system.

Work with schools to coordinate mental health services and promote emotional health for children and young people.

**Deliver targeted (National Institute Health and Care Excellence) behaviour change evidence based interventions for parents of 0-5 year olds.**



## Outcome 2

### A reduced gap in life expectancy

We want to reduce the 9-year gap in life expectancy for men between the north and south of the borough.

We will work in partnership to prevent people becoming ill in the first place by addressing key lifestyle factors more common in deprived areas of the borough and addressing the wider determinants of health such as high levels deprivation, low educational attainment, low levels of employment and poor housing.

We will encourage early diagnosis and management (including lifestyle change) of major killer diseases such as cardiovascular disease and cancer; a focus on men over 40 will have the greatest impact on reducing the life expectancy gap.

### Priorities

- Reduce alcohol and substance misuse and alcohol related harm
- Support people with long term health and disability needs to live healthier lives
- Increase physical activity
- Reduce the number of early deaths from cardiovascular disease and cancer

### Examples of actions

Refresh alcohol strategy for Trafford and action plan.

Increase the number of people in receipt of Telecare, to promote independence and resilience linked to the Trafford Telecare Pledge. March 2014.

Deliver the Learning Disabilities Service Improvement Programme, including the Winterbourne View Response Action Plans.

Evaluate, then develop and expand/innovate the Healthy Hips and Hearts older peoples exercise programme throughout Trafford working with physiotherapists and Occupational Therapies and Housing.

**Deliver NHS Health Checks programme and consider extending the programme (e.g. out of hours, non-clinical venues) targeting disadvantaged communities.**

## Outcome 3

### Improved mental health and wellbeing

We want all residents to enjoy the best possible mental health and wellbeing and have good quality of life - a greater ability to manage life, stronger social relationships, a greater sense of purpose, the skills required for living and working, improved chances in education, better employment rates and stability.

#### Priorities

- Support people with enduring mental health needs, including dementia to live healthier lives
- Reduce the occurrence of common health problems among adults

#### Examples of actions

Implement the RAID model within Trafford to reduce the demand on A & E caused by frequent flyers.

Deliver the Improving Access to Psychological Therapies Service Improvement Programme.

To review Trafford's existing all-age mental health services by working closely with our partners and in particular services users and carers.

Deliver the Trafford Dementia Kitemark for residential care and homecare services across the Borough.

We will work across boundaries to develop and deliver a new 2014 Salford Bolton and Trafford Suicide Prevention Strategy Targeted approach to men.

We will implement targeted, mental health and wellbeing programmes across Trafford that will then develop to inform evidence led commissioning. We will work with partner such as Trafford Housing Trust to address the wider determinants of health and wellbeing.

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## Summary

Although the strategy sets out where we would like Trafford to be heading in terms of health and wellbeing it does not provide a detailed plan of how we will get there, the action plan framework provides some of this detail, but it will also be for the partner organisations of the Health and Wellbeing Board working together to jointly commission services which meet the objectives set out in the strategy.

We believe we can best achieve our vision by integrating and coordinating our services as much as possible. Our focus is on the need to improve people's health and wellbeing across the course of life rather than reacting to problems. We must make sure that we invest more in keeping people well and able to live independently. Community and voluntary sector organisations are vital in achieving success and we recognise the importance of working together to provide the best possible services.

The only way that we can achieve our vision is by improving the efficiency and effectiveness of our services, diverting more resources to prevention and by working in a coordinated and integrated manner. The aim of the strategy is to start our work in this direction.

## What will happen next?

The Joint Health and Wellbeing Strategy has been translated by many lead partners into an action plan framework with priority actions, milestones/timescales, outcomes, key measures, governance/partners involved and outcome champions for each of the eight priority areas.

The governance partnerships, for example the Childrens Trust Board, Safer Trafford Partnership, Commissioning and Operations Steering Group will be responsible for making sure that the actions are carried out. The strategy and action plan framework will be updated regularly as an evolving document. It will be monitored/reviewed and refreshed annually.

## How can I get involved?

The full strategy, the equalities impact assessment (EqIA), and phase 1, 2 and 3 consultation reports are available at [www.infotrafford.org.uk/hwbstrategy](http://www.infotrafford.org.uk/hwbstrategy).

We welcome comments and collaborative input into this strategy; please contact us by email at [healthandwellbeing@trafford.gov.uk](mailto:healthandwellbeing@trafford.gov.uk).



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