



Telford & Wrekin  
Co-operative Council

Protect, care and invest  
to create a better borough

# Refreshing the Health & Wellbeing Strategy

Health & Wellbeing Board  
29th September 2022 proposals

# Health & Wellbeing Strategy Refresh Process

- **Aug 2022 - prep work**
  - Alignment with TWIPP planning
  - Review of impact inequalities plan a year on
  - JSNA refresh
  - Annual Public Health Report context
  
- **Sept 2022**
  - SMT & HWB review refresh proposals – incorporating inequalities plan update
  
- **Oct – Dec 2022**
  - Consultation across ICS, VCS, TWIPP and wider partners
  - Resident engagement insight
  
- **March 2023**
  - Strategy approval - delivery plan / performance & outcomes framework

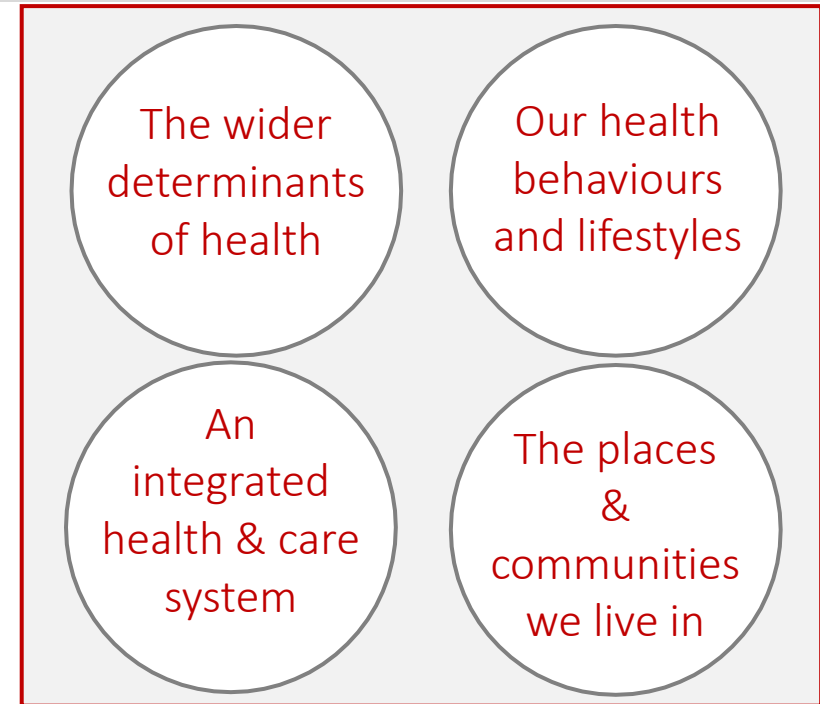
# Health & Wellbeing Strategy 2020-2023

## Our Priorities

- Telford & Wrekin Integrated Place Partnership (TWIPP) priorities:
  - Building community capacity and resilience
  - Prevention and healthy lifestyles
  - Integrated response to health inequalities
  - Integrated advice, information and access to support
  - Integrated care and support pathways
- Drive progress on tackling health inequalities
- Improve emotional and mental wellbeing
- Ensure people's health is protected as much as possible from infectious diseases and other threats

[Telford Wrekin Health Wellbeing Strategy Reset 20.21 22.23](#)

Delivering the Council Plan priorities - [Protect, Care and Invest](#)



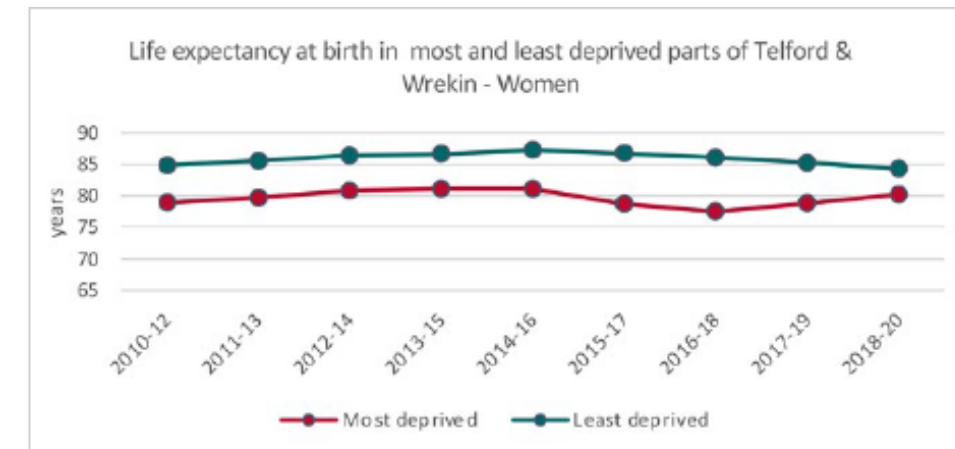
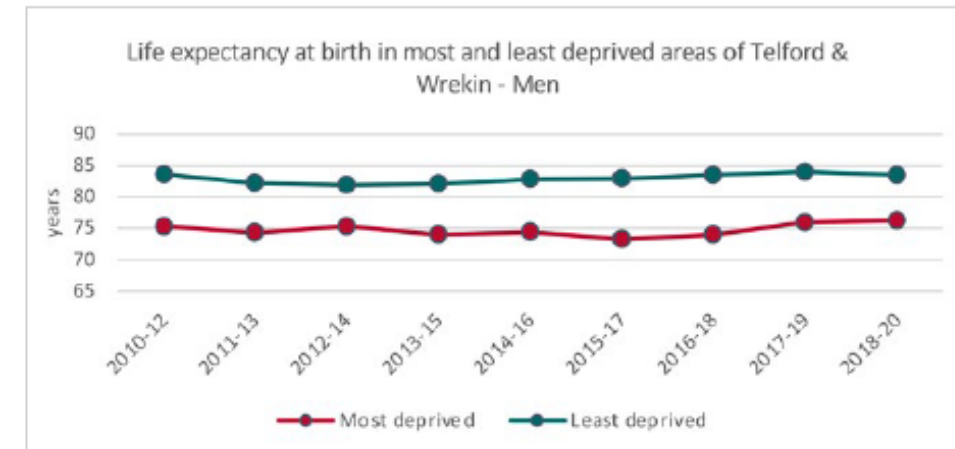
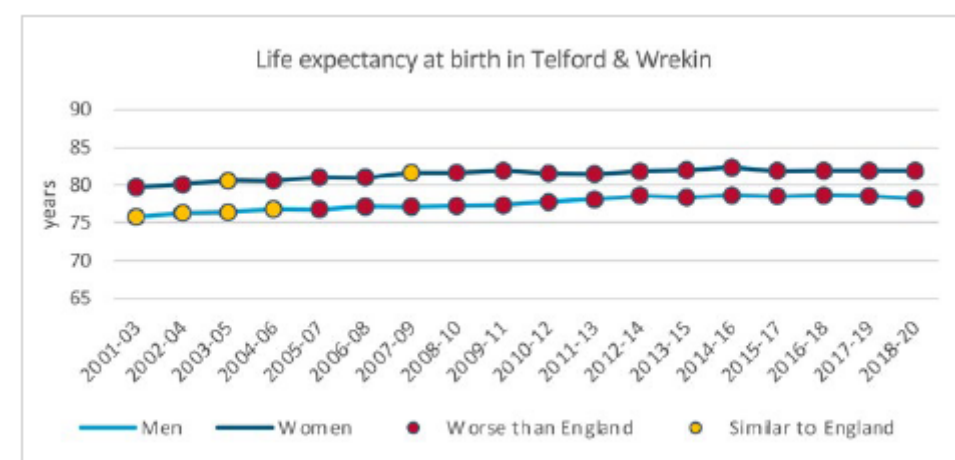
[population health framework](#)

## Our Outcomes

- Improve overall healthy life expectancy in men and women by at least one year by 2023
- Halt the increasing inequalities gap in healthy life expectancy, and continue to narrow the gap
- Narrow the inequalities gap in life expectancy for people with serious mental health problems

# Overarching outcomes

- Life expectancy at birth was worse than England average pre-pandemic and remained so during 2018/20
- Latest data show during 2018-20 average life expectancy was **78.2** years for males and **81.9** years for females
- From 2017-19 to 2018-20 life expectancy in **males declined** by 0.4 years and **remained the same for females**
- Inequalities gap in life expectancy **slightly narrowed** (from 2017/19 to 2018/20)
  - males **8.8** years (from 9.4 years)
  - female **6.4** years (from 8.1 years)
- Healthy life expectancy was worse than England average and declined (from 2017/19 to 2018/20)
  - males fallen to **57.6** years from (0.6 years less)
  - females increased to **60.3** years (2.2 years less)
- Lower than average covid death rate



# Change in outcomes over lifetime of the strategy so far

The Public Health Outcomes Framework indicates the following changes in outcomes during 2021 and 2021 - some of these changes are likely due to NHS service provision issues during the pandemic.

## Indicators with **improving** RAG rating:

- Low birthweight babies
- Newborn hearing screening
- Vaccination coverage at 1 year – meningitis B & pneumococcal infection
- Under 18 conception rate
- % physically active children and young people
- Emergency Hospital Admissions for Intentional Self-Harm
- Drug treatment completion - opiate and non opiate users
- Cancer screening coverage - bowel cancer
- Vaccination coverage 65+ years - Flu & pneumococcal infection
- Emergency hospital admissions due to falls in older people

## Indicators with **worsening** RAG ratings:

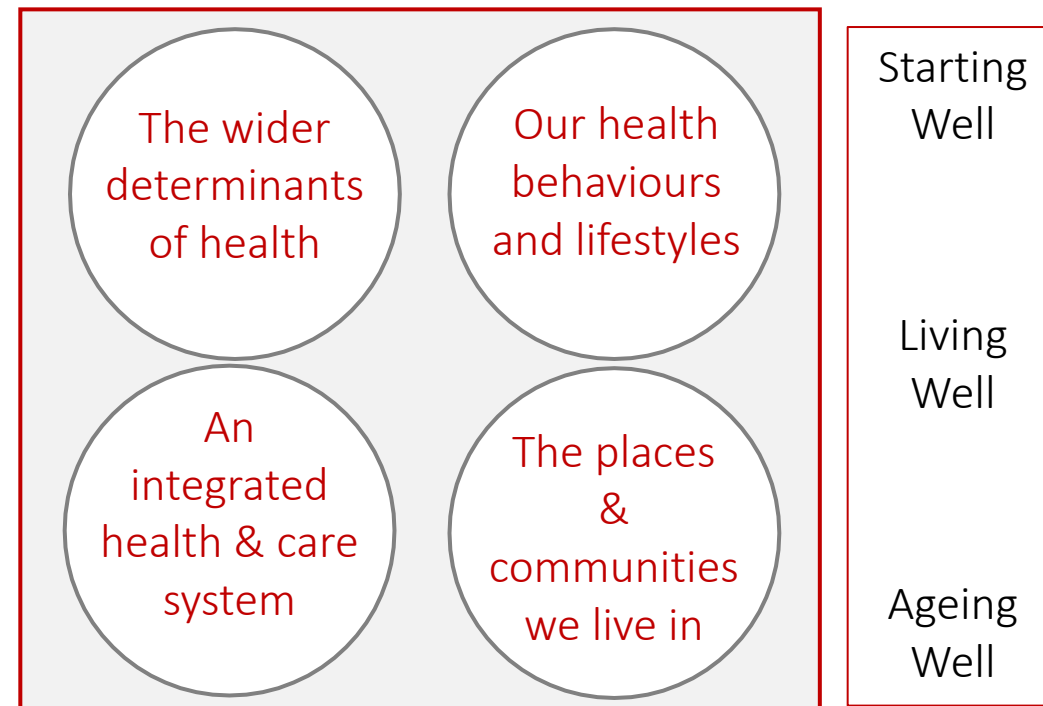
- Early preventable deaths from cancer and cardiovascular diseases
- Physically active adults
- Cancer screening coverage - breast cancer
- Prevalence of overweight and obesity – year 6
- Vaccination coverage in 4-11 years olds for flu
- Vaccination coverage – meningitis 14-15 years
- Vaccination coverage - HPV 12-13 and 13-14 years old
- Adults in contact with secondary mental health services who live in stable & appropriate accommodation
- Preventable sight loss
- Hospital admissions for hip fractures 65-79 years
- Dementia diagnosis

# Telford & Wrekin Health & Wellbeing Strategy Refresh

*Our vision - Happier, healthier, longer lives*

Our Ambitions	Our Inequalities themes
Children and young people will be healthy and resilient and fulfil their potential	<b>Best Start in Life</b>
People will be healthier and independent for longer	<b>Public Health &amp; Prevention Healthcare Integration</b>
People will live in connected, safe and sustainable communities	<b>Community &amp; Place Economic opportunity COVID impact</b>

## Our approach



Borough Vision 2032

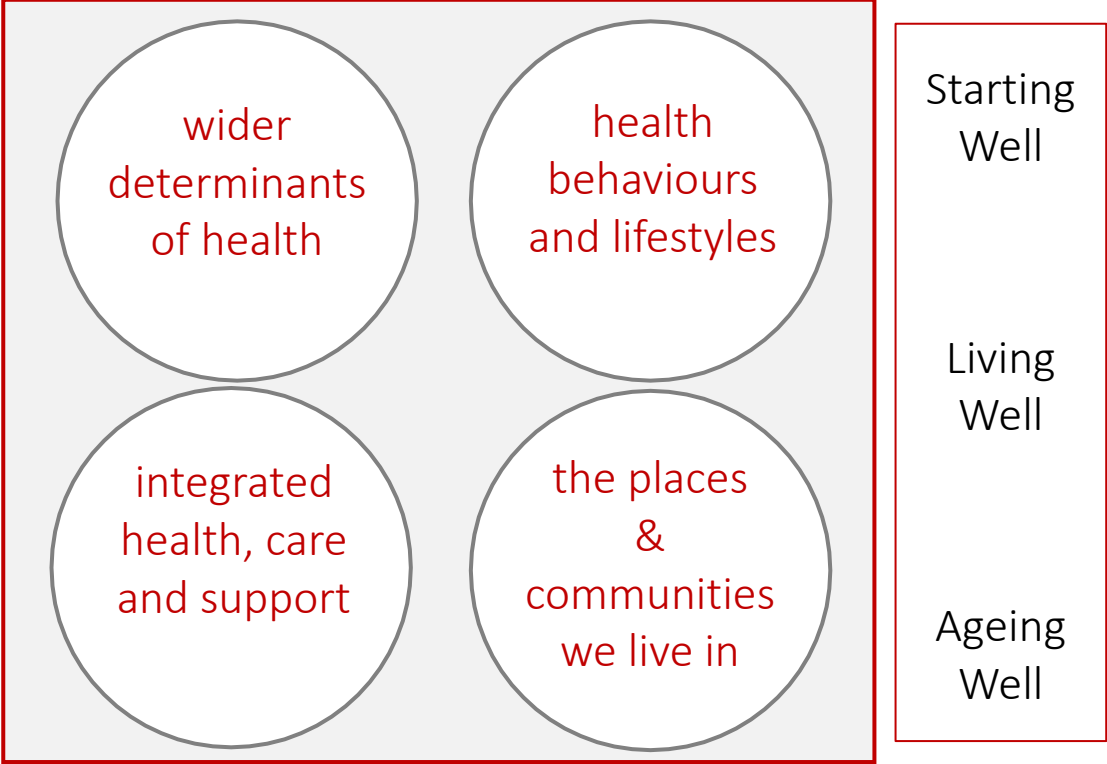
# Our approach to Population Health

The population health approach aims to improve physical and mental health outcomes, promote wellbeing and reduce health inequalities across the entire population.

This broad overarching concept, encompasses the following areas, which impact on our physical and mental health and quality of life:

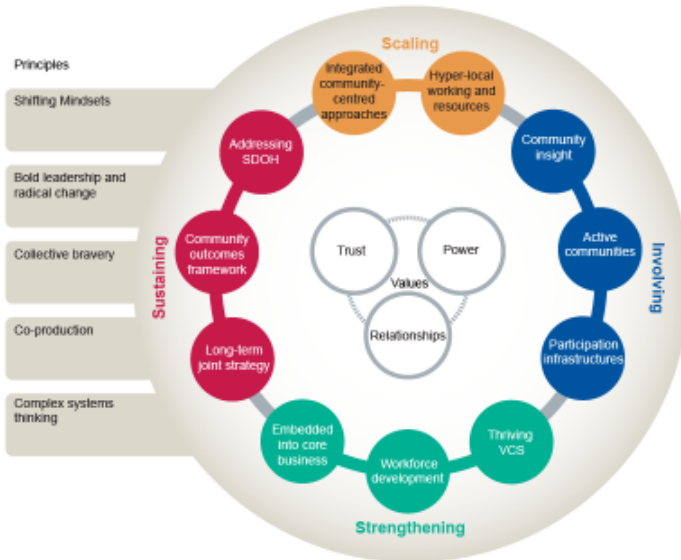
- a focus on the **wider determinants of health** – employment, income, education, housing, transport
- the impact of the people we connect with and the safety and connectedness of the **places and communities we live in**
- the importance of **health behaviours and lifestyles** as smoking, alcohol diet & exercise choices can prevent disease
- the role of the local authority, NHS and partners working in an **integrated way** on healthcare services and support and beyond

The **life course approach** recognises that people’s physical and mental health and wellbeing are influenced throughout life a range of factors, which often cluster in populations. Adopting a **starting well – living well – ageing well** way of working can help minimise risk factors and enhance protective factors at key life stages. This in turn will improve health and wellbeing and reduce health inequalities from generation to generation.



**Population health management** is an intelligence and insight led approach to understand the factors which drive poor outcomes in population groups, in order to design new proactive models of treatment, care and support to improve health and wellbeing and narrow the inequalities gap.

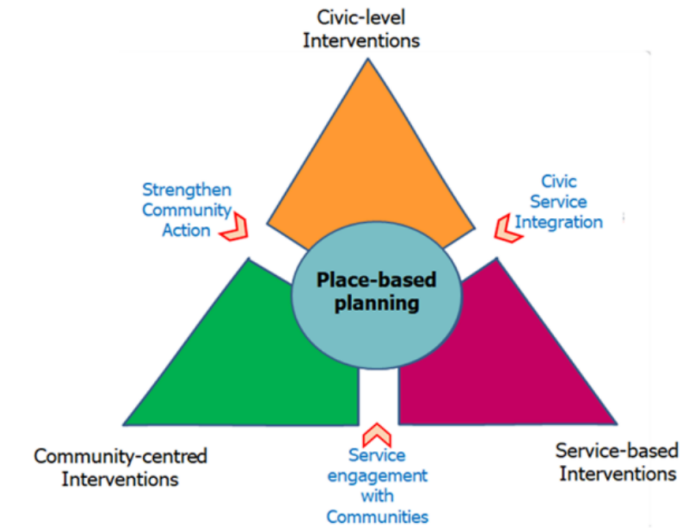
# Our approach to tackling inequalities



[PHE whole system approach to community-centred public health](#)

Community focused co-production

Place-based system wide



[PHE Place Based Approaches to Reducing Health Inequalities](#)

Intelligence-led /PHM approach, more systematic JSNA profiling for e.g.:

- deprived communities
- [Equality Act protected characteristics](#)
- People from Black and Minority Ethnic backgrounds
- poor mental health, physical, learning disabilities / autism

Intelligence-led

Equitable targeting

Narrow the gap in service and support uptake and outcomes by proactively targeting people/groups who are **most at risk, underserved or vulnerable** based on intelligence, needs profile and engagement insight



# Our approach to tackling health and care integration

## Telford & Wrekin Integrated Place Partnership



**“Working together for people in Telford and Wrekin to enable them to enjoy healthier, happier and more fulfilling lives”**

### Integrated Care System expectations

- joined-up, preventative, person-centred care for whole population, throughout their life
- beyond ‘traditional’ health and social care services considering the wider determinants of health
- system-level, evidence-based priorities in the short, medium and long-term



# What the JSNA telling us – health & wellbeing overview



Protect, care and invest  
to create a better borough

## Overarching - Overview

Select page and click "go"

Population Health Summary

go



Indicator	Data type	Period	Telford and Wrekin	England	Compared to England	
Life expectancy at birth - Female	Years	2018 - 20	81.9	83.1	Worse	●
Life expectancy at birth - Male	Years	2018 - 20	78.2	79.4	Worse	●
Healthy life expectancy at birth - Female	Years	2018 - 20	60.3	63.9	Worse	●
Healthy life expectancy at birth - Male	Years	2018 - 20	57.6	63.1	Worse	●
Disability-free life expectancy at birth - Female	Years	2018 - 20	59.6	60.9	Similar	●
Disability-free life expectancy at birth - Male	Years	2018 - 20	59.3	62.4	Worse	●
Inequality in life expectancy at birth - Female	Years	2018 - 20	6.4	7.9	Not compared	●
Inequality in life expectancy at birth - Male	Years	2018 - 20	8.8	9.7	Not compared	●

Source: Office for Health Improvement & Disparities <https://fingertips.phe.org.uk/>

# What the JSNA telling us – Starting Well



Protect, care and invest  
to create a better borough

Starting Well - latest data

Select page and click "go"

Population Health summary

go



Indicator	Data type	Period	Telford and Wrekin	England	Compared to England	
Early access to maternity care	percentage	2018/19	48.6	57.8	Worse	●
Under 18s conception	rate per 1,000	2020	16.8	13.0	Similar	●
Low birth weight of term babies	percentage	2020	1.8	2.9	Better	●
Smoking status at time of delivery	percentage	2020/21	14.3	9.6	Worse	●
Infant mortality rate	rate per 1,000	2018 - 20	4.1	3.9	Similar	●
Reception: Prevalence of overweight (including obesity)	percentage	2019/20	26.1	23.0	Worse	●
Year 6: Prevalence of overweight (including obesity)	percentage	2019/20	40.0	35.2	Worse	●
Percentage of physically active children and young people	percentage	2020/21	47.3	43.8	Better	●
Free school meals: % uptake among all pupils (School age)	percentage	2018	14.8	13.5	Worse	●
Population vaccination coverage - Flu (primary school aged children)	percentage	2020	67.9	62.5	Better	●
16-17 year olds not in education, employment or training (NEET) or whose activity is not known	percentage	2020	7.4	5.5	Worse	●
First time entrants to the youth justice system	rate per 100,000	2020	186.3	169.2	Similar	●
A&E attendances (under 1 year)	rate per 1,000	2019/20	636.3	1,000.1	Better	●
A&E attendances (<18)	rate per 1,000	2019/20	331.5	415.6	Better	●
Emergency admissions (rate per 1000 population) <1	rate per 1,000	2020/21	384.0	253.4	Worse	●
Emergency hospital admissions in children (aged 0-4 years)	rate per 100,000	2020/21	133.5	91.2	Worse	●
Emergency admissions under 18 years	rate per 1,000	2020/21	62.0	46.7	Worse	●
Hospital admissions caused by unintentional and deliberate injuries in children (aged 0-4 years)	rate per 10,000	2020/21	139.0	108.7	Worse	●

Source: Office for Health Improvement & Disparities <https://fingertips.phe.org.uk/>

# What the JSNA telling us – Living Well



Protect, care and invest  
to create a better borough

## Living Well - latest data

Select page and click "go"

Contents


go



Indicator	Data type	Period	Telford and Wrekin	England	Compared to England	
Percentage reporting a long-term Musculoskeletal (MSK) problem	percentage	2021	19.9	17.0	Worse	Red
Percentage of physically active adults	percentage	2020/21	61.0	65.9	Worse	Red
Percentage of physically inactive adults	percentage	2020/21	26.5	23.4	Similar	Yellow
Proportion of the population meeting the recommended '5-a-day' on a 'usual day' (adults)	percentage	2019/20	51.1	55.4	Worse	Red
Percentage of adults (aged 18+) classified as overweight or obese	percentage	2020/21	70.6	63.5	Worse	Red
Estimated diabetes diagnosis rate	percentage	2018	85.6	78.0	Better	Green
Smoking Prevalence in adults (18+) - current smokers (APS)	percentage	2019	15.4	13.9	Similar	Yellow
Smoking Prevalence in adults (18+) - current smokers (APS) (2020 definition)	percentage	2020	13.2	12.1	Similar	Yellow
Smoking attributable mortality	rate per 100,000	2017 - 19	246.1	202.2	Worse	Red
HIV late diagnosis (all CD4 less than 350)	percentage	2018 - 20	54.5	42.4	Similar	Yellow
Total prescribed LARC excluding injections	rate per 1,000	2020	43.5	34.6	Not compared	Light Blue
Successful completion of drug treatment - opiate users	percentage	2020	6.9	4.7	Better	Green
Successful completion of drug treatment - non-opiate users	percentage	2020	47.2	33.0	Better	Green
Successful completion of alcohol treatment	percentage	2020	50.5	35.3	Better	Green
Proportion of drug sensitive TB cases who had completed a full course of treatment by 12 months	percentage	2019	77.8	82.0	Similar	Yellow
Deaths from drug misuse	rate per 100,000	2018 - 20	4.6	5.0	Similar	Yellow
Admission episodes for alcohol-related conditions (Narrow): New method	rate per 100,000	2020/21	512.3	455.9	Worse	Red
TB incidence	3 year average	2018 - 20	4.5	8.0	Better	Green
Percentage of cancers diagnosed at stages 1 and 2	percentage	2019	50.3	55.0	Worse	Red

Source: Office for Health Improvement & Disparities <https://fingertips.phe.org.uk/>

# What the JSNA telling us – Ageing Well



Telford & Wrekin  
Co-operative Council




Protect, care and invest  
to create a better borough

## Ageing Well - Overview

Select page and click "go"

Starting Well - Overview

go

Indicator	Data type	Period	Telford and Wrekin	England	Compared to England	
Healthy life expectancy at 65 - Female	Years	2018 - 20	9.5	11.3	Worse	<span style="color: red;">●</span>
Healthy life expectancy at 65 - Male	Years	2018 - 20	8.7	10.5	Worse	<span style="color: red;">●</span>
Disability-free life expectancy at 65 - Female	Years	2018 - 20	8.4	9.9	Worse	<span style="color: red;">●</span>
Disability-free life expectancy at 65 - Male	Years	2018 - 20	9.1	9.8	Similar	<span style="color: orange;">●</span>
Inequality in life expectancy at 65 - Female	Years	2018 - 20	3.3	4.8	Not compared	<span style="color: lightblue;">●</span>
Inequality in life expectancy at 65 - Male	Years	2018 - 20	4.0	5.2	Not compared	<span style="color: lightblue;">●</span>
Emergency hospital admissions due to falls in people aged 65 and over	rate per 100,000	2020/21	1,688.2	2,023.0	Better	<span style="color: green;">●</span>
Emergency hospital admissions due to falls in people aged 65-79	rate per 100,000	2020/21	849.8	936.6	Similar	<span style="color: orange;">●</span>
Emergency hospital admissions due to falls in people aged 80+	rate per 100,000	2020/21	4,119.7	5,173.5	Better	<span style="color: green;">●</span>
Hip fractures in people aged 65 and over	rate per 100,000	2020/21	603.4	528.7	Similar	<span style="color: orange;">●</span>
Hip fractures in people aged 65-79	rate per 100,000	2020/21	292.3	219.3	Worse	<span style="color: red;">●</span>
Hip fractures in people aged 80+	rate per 100,000	2020/21	1,505.7	1,426.0	Similar	<span style="color: orange;">●</span>
Estimated dementia diagnosis rate (aged 65 and over)	%	2022	59.9	62.0	Similar	<span style="color: orange;">●</span>
The proportion of older people (aged 65ov) who were still at home 91 days after discharge from hospital into reablement/rehabilitation services	%	2020/21	76.4	79.1	Similar	<span style="color: orange;">●</span>
Permanent admissions to residential and nursing care homes per 100,000 aged 65+	rate per 100,000	2020/21	390.7	498.2	Better	<span style="color: green;">●</span>
Percentage of people aged 65 and over offered reablement services following discharge from hospital.	%	2020/21	5.1	3.1	Better	<span style="color: green;">●</span>
Percentage of adult social care service users have control over their daily lives, age 65+	%	2019/20	72.0	74.0	Similar	<span style="color: orange;">●</span>
Mortality rate from a range of specified communicable diseases, including influenza	rate per 100,000	2017 - 19	11.1	9.4	Similar	<span style="color: orange;">●</span>

Source: Office for Health Improvement & Disparities <https://fingertips.phe.org.uk/>

Telford and Wrekin JSNA: Population Health

Draft: Internal for discussion

Produced by: The Insight Team [insight.team@telford.gov.uk](mailto:insight.team@telford.gov.uk)

# Resident's views on their health & wellbeing

## Our residents survey of circa 5,400 people revealed that:

- Two thirds (67.6%) of respondents reported the pandemic had negatively impacted their **lifestyle**
- Just over a third (34.3%) of respondents considered the pandemic had negatively impacted their **diet**
- Just over half (53.5%) of respondents felt the pandemic had negatively impacted their **mental health** – with the highest levels reported in young adults aged under 35
- A fifth (20%) of respondents reported the pandemic had had a positive impact on their **physical health**
- However, just over two fifths (41.8%) of respondents reported a negative impact on their **physical health** and people with a long standing illness or disability were more likely to report a negative impact
- Two fifths (41%) respondents reported the pandemic had had a negative impact on their **loneliness**, with the highest rates of loneliness reported amongst adults aged **18-34 years** and **85+ years**
- **Access to health services** (e.g. doctor, dentist, pharmacy) was one of the largest impacts of the pandemic reported, with over two thirds (67%) of respondents reporting a negative impact



**INTEGRATION**

	<b>START WELL</b>	<b>LIVE WELL</b>	<b>AGE WELL</b>
<b>Population health &amp; prevention</b>	excess weight and obesity		
	mental & emotional health		
	impact of alcohol		
	preventable diseases		
<b>Inequalities</b>	Marmot Borough		
	cost of living crisis		
	barriers to access (transport & digital)		
	domestic abuse, drugs & alcohol and dual diagnosis		
	healthcare inequalities (NHS restoration/CORE20PLUS5)		
<b>Health &amp; care</b>	homelessness, affordable housing & specialist accommodation		
	<ul style="list-style-type: none"> <li>• healthy and safe pregnancy</li> <li>• parents/carers empowered to care for &amp; nurture their children</li> </ul>	<ul style="list-style-type: none"> <li>• Community Mental Health Services Transformation</li> </ul>	<ul style="list-style-type: none"> <li>• proactive prevention to maximise independence</li> <li>• control, choice &amp; flexibility in care and support</li> </ul>
	strong integrated model of community-centred care (e.g. local care programme)		
	integrated primary care in the heart of our communities		
<b>Enablers</b>	<div style="border: 1px solid red; padding: 10px; display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">population health management</div> <div style="text-align: center;">workforce</div> <div style="text-align: center;">sustainability of resources</div> </div>		

# Contribution of strategies and plans





# Telford & Wrekin Inequalities Plan: 2021/22 Interventions/deliverables

NB - new interventions in part funded by inequalities fund

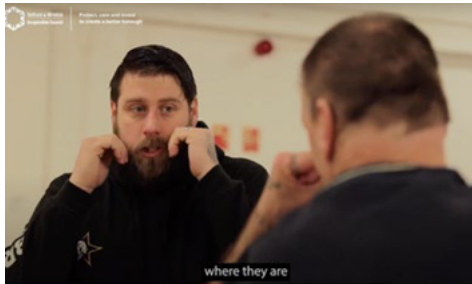
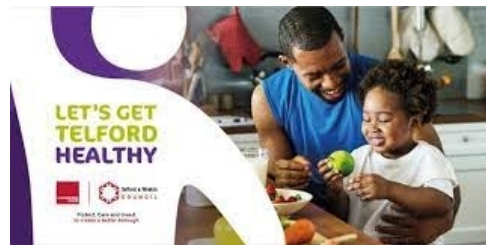
Best Start in Life	Economic opportunity work, income, welfare, poverty, debt	Community and Place	Public Health and Prevention	Health & Social Care Integration	COVID-19 Impact
<ul style="list-style-type: none"> <li>• Maternity Healthy Pregnancy Service</li> <li>• Enhanced Parenting Program Consultation</li> <li>• School belonging</li> <li>• Accredited SENCo in all EY settings</li> <li>• Raising the Attainment of Disadvantaged Youngsters (RADY)</li> <li>• Recharge Project LGBTQ+</li> <li>• Care Leavers mental health/social isolation support</li> </ul>	<ul style="list-style-type: none"> <li>• Benefits Maximisation for vulnerable people</li> <li>• Targeted benefit take-up marketing campaign</li> <li>• Children in Care/Care Leavers Education, Employment &amp; Training Support</li> <li>• Reengagement activities for young people who are NEET</li> <li>• Wheels to Work</li> </ul>	<ul style="list-style-type: none"> <li>• Wellbeing &amp; Living Well/Age Concern</li> <li>• Rogue Landlord Officer</li> <li>• Affordable Warmth training</li> <li>• Housing Stock Survey</li> <li>• St Giles Trust project</li> <li>• Support victims of scams and doorstep crime</li> <li>• Christmas Smiles</li> </ul>	<ul style="list-style-type: none"> <li>• Leisure Services Holiday clubs targeted income related FSM</li> <li>• Free swimming lessons –for families/ schools with high obesity</li> <li>• Community Wellbeing Project – BAME Community</li> <li>• Community Health Matters</li> <li>• Schools Health &amp; Wellbeing Project</li> <li>• Cervical screening/ health literacy</li> </ul>	<ul style="list-style-type: none"> <li>• Improving access to Mental Health services for black adults</li> <li>• Calm Café LD</li> <li>• Linking older people into local communities</li> <li>• Free Aspirations memberships for obese pregnant women</li> <li>• Device Loan Scheme</li> <li>• Homeless buddies</li> </ul>	<ul style="list-style-type: none"> <li>• Interfaith Council vaccine clinics</li> <li>• Betty the Vaccine Bus programme</li> </ul>



Working together to improve people's outcomes and reduce hospital admissions.

CARE LEAVER COVENANT

JOIN TELFORD AND WREKIN'S CARE LEAVER COVENANT BUSINESS EVENT



DON'T FALL FOR A SCAM!



NATIONAL TRADING STANDARDS, ActionFraud, Siry Flint Flintshire



Covid booster jab drive for homeless people in Wellington



# Telford & Wrekin Inequalities Plan: 2021/22 Achievements (1)

## Best Start in Life

- **Maternity Healthy Pregnancy Service**  
Stop smoking service now expanded for excess weight
- **Enhanced Parenting Program Consultation**  
Dandelion Group facilitated engagement with parents
- **School readiness**
  
- **Accredited SENCo in all early years settings**
- **Raising the Attainment of Disadvantaged Youngsters (RADY)**
- **Recharge Project LGBTQ+**
- **Care Leavers mental health/social isolation support**  
Calm Café drop in established at Meeting Point House carers lounge with 14-20 young people attending weekly

## Economic opportunity

- **Benefits Maximisation for vulnerable people**  
Targeted mailshot to 700 people to maximise the uptake of pension credit, plus offer of phone support
- **Age UK Benefits officer**
- **Targeted benefit take-up campaign**
- **Care Leavers Education, Employment & Training Support**  
2 new part time participation officers to support care leavers with life skills, driving courses, employment & housing advice & summer arts programme
- **Reengagement for 16-17 year olds NEET**  
Tailored intensive support from community providers (47 young people supported Feb-Aug 2022)
- **Wheels to Work**  
Magna Cosma project employing young people from Sutton Hill



# Telford & Wrekin Inequalities Plan: 2021/22 Achievements (2)

## Community and Place

- **Wellbeing & Living Well/Age Concern**
- **St Giles Trust - Desist & Transform project for young people at risk of crime**  
15 young people receiving 1-1 mentoring support  
SOS+ knife crime & county lines awareness raising reached circa 1,300 pupils
- **Support victims of scams/doorstep crime**  
30+ residents offered support and resource pack developed for local community groups and libraries, new victim referral process for council services and police
- **Device Loan Scheme**  
50 new ipads in library loan scheme pilot  
68 devices provided to CVS, STAY, Age UK, PODS, Hub on the Hill for creation of new scheme / expansion of existing scheme

## Public Health and Prevention

- **Holiday clubs for those on free school meals**
- **Free swimming lessons** – for families/ schools with high obesity
- **Black and Asian Community Wellbeing**  
Wellbeing training & activity sessions with 9 groups
- **Chatty Cafes in high social isolation areas**  
6 new cafes across running for over 6 months, 140+ attendees – 80% are 50+ years
- **Community Health Matters**  
Schools Health & Wellbeing Project
- **Health literacy project**  
Telford college students studying English as 2nd language
- **Community Cancer Champions**  
Linden Davies, ISC & Council project recruiting volunteers

# Telford & Wrekin Inequalities Plan: 2021/22 Achievements (3)

<b>Health &amp; Social Care Integration</b>	<b>COVID-19 Impact</b>
<ul style="list-style-type: none"><li>• <b>Improving access to Mental Health services for black adults</b></li><li>• <b>Calm Café LD</b></li><li>• <b>Linking older people to community support</b></li><li>• <b>Free Aspirations memberships for obese pregnant women</b></li><li>• <b>Homeless buddies</b></li></ul> <p>Telford Mind – new Volunteer Coordinator &amp; Care Navigator posts, working with STAY, ABT &amp; TACT</p>	<p><b>Interfaith Council vaccine clinics</b></p> <ul style="list-style-type: none"><li>• COVID 877 vaccines given Dec 21–Aug 22</li></ul> <p><b>Betty the Vaccine Bus programme</b></p> <ul style="list-style-type: none"><li>• COVID 2,053 vaccines given Dec 21–Aug 22</li></ul>