



IMPROVING LIVES IN SOMERSET STRATEGY

Somerset Improving Lives Board

Health and Wellbeing

2019-2028



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Foreword

I'm delighted to introduce this consultation on our important strategy that sets out how Somerset County Council and all its key partners will work together to improve the lives of our residents.

For me, this is the key – improving lives. It is what drove me into politics in the first place and what keeps me motivated and passionate about it now – making a difference to individuals and communities.

The Health and Wellbeing Board is made up of partners from all walks of life, all committed to working across the public, private and voluntary sectors to consider the health needs of the whole community, to look out for our vulnerable adults and children, and to help all our residents understand how they can help themselves to improve their own lives, their own prospects.

This strategy explains how, over the next ten years, we will work together to do that, to improve lives. For example, we are delighted with the progress made over recent years to increase rates of breastfeeding in Somerset, particularly in some of our more deprived areas. We have also made great strides in raising awareness of the support available to older people who might be feeling lonely. We will continue to work together on these and other, similar issues.

Our health and wellbeing is paramount to each and every one of us. Keeping well, making sound choices and

understanding our own personal health and wellbeing can make a real difference. Overall the health of people in Somerset is good, but some of our communities and groups experience poorer health than others.

We hope you will have full confidence in the strategy – the strategy will only be good if we have your help and input to deliver it.

Thank you,



Christine,

Cllr Christine Lawrence

Chair of the Improving Lives (Health and Wellbeing) Board, Cabinet Member for Public Health and Wellbeing, Somerset County Council

County Vision

We have a **vision** for Somerset. Over the next ten years, we want all organisations to work together as a partnership to create:

- A thriving and productive Somerset that is ambitious, confident and focussed on improving people's lives
- A County of resilient, well-connected and safe and strong communities working to reduce inequalities
- A County infrastructure that supports affordable housing, economic prosperity and sustainable public services
- A County and environment where all partners, private and voluntary sector, focus on improving the health and wellbeing of all our communities

This vision is owned by all of us; it is not just for decision makers in health and social care services

We want to work together to improve the lives of our residents. We will only achieve this if we work with partners across the county, and with Somerset's residents and communities.

We can achieve more collectively than we can individually.

What is the Somerset Improving Lives (Health and Wellbeing) Board?

The Somerset Improving Lives (Health and Wellbeing Board) was established in 2013 to bring together key leaders from the local health and care system to work together to improve the health and wellbeing of local residents. Current member organisations are:

- Somerset County Council
- Somerset Clinical Commissioning Group
- Healthwatch Somerset
- NHS England
- South Somerset District Council
- Mendip District Council
- West Somerset District Council
- Taunton Deane Borough Council
- Sedgemoor District Council

The Improving Lives (Health and Wellbeing Board) has a statutory responsibility to understand current and future health and social care needs through the Joint Strategic Needs Assessment, to promote partnership working and integration, and to improve commissioning and delivery arrangements.

In 2013 the Board developed a Health and Wellbeing Strategy for Somerset which described the key priorities for the Board for the next five years to improve the health of the local population.

We are pleased to report that good progress has been made against the original priorities, including:

- Significant reductions in smoking at the time of delivery
- Development of a Somerset-wide Strategic Housing Framework
- Improvements in Delayed Transfers of Care from Hospital
- Adoption of the Somerset Prevention Charter by all key partners
- All partner organisations committing to being '*Dementia Friendly*'

Let's end loneliness

Loneliness affects health and can have an equivalent impact of smoking 15 cigarettes a day. Somerset has a high number of residents aged 75 years or over who are at higher risk of loneliness. The 'Let's end Loneliness in Somerset' programme was launched in 2015 through District Councils and featured a number of local events, media campaigns and small grants to support local work. Local 'Let's End Loneliness' plans were developed and supported by the Somerset Voluntary Community and Social Enterprise (VCSE) forum. Much of the work continues raising awareness of the support available for people

Smoking in pregnancy

Since 2014, Somerset has adopted a multi-agency approach to reducing smoking in pregnancy with great success. The service has input from the CCG, Trust midwifery services and the County Council stop smoking 'Mums2Be Smokefree' stop smoking service. It is estimated that the programme has seen over 1000 babies delivered to smokefree mums. The service continues to engage with pregnant women across Somerset and has set the ambitious target to further reduce smoking rates below the national average.

Strategic Housing Framework

The Somerset Strategic Housing Framework is prepared by the Somerset Strategic Housing Partnership; a cross-sector partnership with representation from local housing authorities, housing associations, the county council and public health. The process for updating the framework has been underway since 2017 and has been supported by the development of local housing profiles, delivered as part of the Joint Strategic Needs Assessment. Housing and Health are one of three key priorities identified

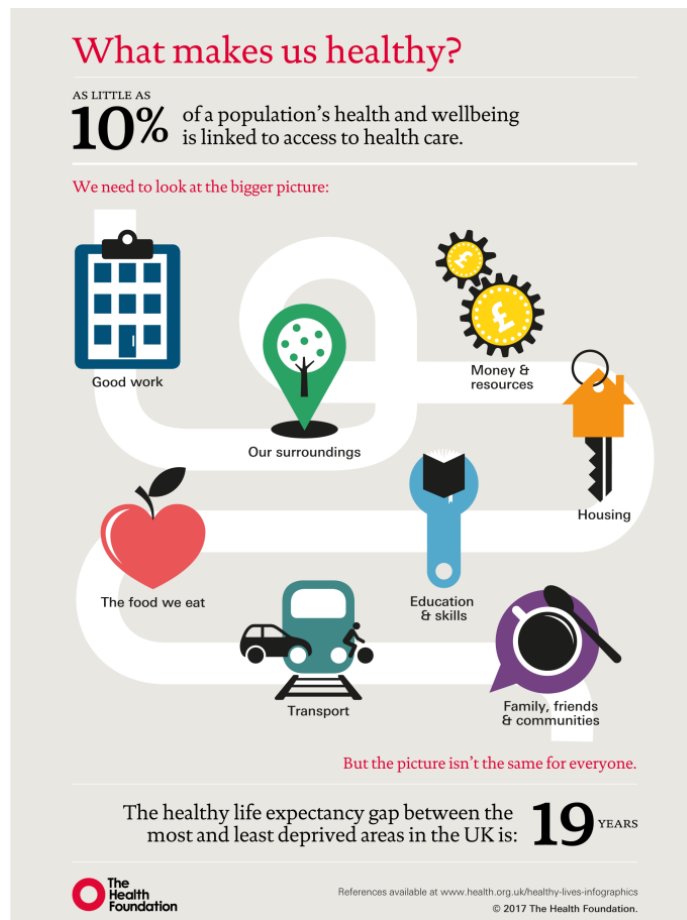
Improving Lives.....the next ten years

In the last five years we have seen a good deal of progress and development. However, there is still much to do. We are all in the business of improving lives and this strategy is about setting a common direction and galvanising local partners, organisations, groups and individuals towards that common goal.

The new strategy has a wide remit. Many different factors contribute to improving lives meaning our challenge is to reflect the breadth of the agenda whilst being specific about the areas we need to focus on to make the biggest difference.

If we are to truly make a difference to the lives of our population we need a radical upgrade in prevention, moving from a demand-driven system to one that prioritises prevention and early intervention.

For many years we have focussed on caring for people when they are ill, not keeping them healthy. We know that as little as 10% of a person's health and wellbeing is linked to health care – it is the environment, jobs, food, houses, education, social networks, families and local communities which affect health and wellbeing the most¹.



¹What makes us healthy? An introduction to the social determinants of health. The Health Foundation, March 2018. <http://reader.health.org.uk/what-makes-us-healthy>

Over the life course of the previous strategy a Prevention Charter for Somerset was developed which supports all organisations to contribute effectively to the Prevention agenda. The Improving Lives Strategy will build on this, committing all partner organisations to the vision and principles of prevention.

This time, we are taking a longer term view, setting four strategic priorities which will inform the work we do for the next ten years. There is enormous capacity and potential available across this partnership, which we need to harness in order to achieve the ambitious outcomes outlined in this strategy.

2019-2028

How did we decide on our priorities?

The Improving Lives Strategy needs to reflect current priorities from elsewhere in the system whilst maintaining a local focus that is evidence based and reflects local people's views. The priorities in this strategy are backed by a strong evidence base considering the local [Joint Strategic Needs Assessment \(JSNA\)](#) which provides information about the local population and its current and future health and care needs.

The Improving Lives strategy is not meant to cover everything. We are focussed on the big issues in the population that can be tackled only through collective action and a willingness to continuously improve lives. These priorities have been chosen because they:

- Are issues that affect a lot of people in Somerset
- Are issues that will have even more impact in years to come
- Require strong leadership, consensus and a co-ordinated approach across organisations
- Will improve the lives of Somerset residents without disadvantaging specific groups

Stakeholder engagement events and formal consultation with local people, the voluntary and community sector, members of the Health and Wellbeing Board and key partners were undertaken throughout the development of this strategy. Feedback from this has been incorporated. A full report of the results of the public consultation is available ([link](#)).

Joint Strategic Needs Assessment

healthy, safe and independent

7.7% of adults on GP registers are recorded for depression

The last 16 years of life are typically spent in ill health; dementia is set to double

'Home first' has seen 35% fewer delayed hospital discharges

70% adults volunteer at least once a year

58% of internet connexions are >10mps

33,500 people aged over 65 live on their own

strong and productive local economy

Unemployment (3.9%) is consistently lower than England

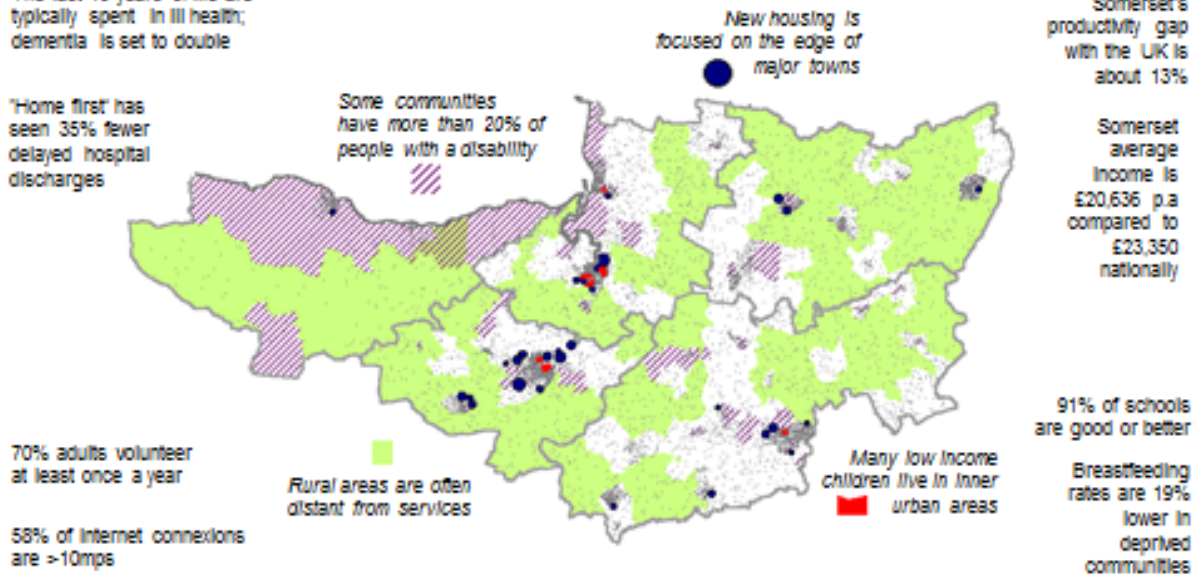
Somerset's productivity gap with the UK is about 13%

Somerset average income is £20,636 p.a compared to £23,350 nationally

91% of schools are good or better

Breastfeeding rates are 19% lower in deprived communities

421 households were accepted as homeless in 2016/17



Improving Lives

strong, vibrant, balanced communities

fairer life chances

A more detailed profile of health and wellbeing in Somerset is described in the Joint Strategic Needs Assessment which can be read online here:

<http://www.somersetintelligence.org.uk/jsna/>

What are we trying to achieve?

We want to improve the lives of people in Somerset. Over the next ten years we expect to achieve the following overarching outcomes for health and wellbeing:

1. Increased healthy life expectancy – taking account of the quality of life as well as the length of life
2. Reduced inequality in life expectancy and healthy life expectancy between communities – achieved through greater improvements in more disadvantaged communities

We have identified four priorities where we will focus for the next ten years to have the biggest difference to improving the lives of people in Somerset:

- **Priority 1:** A county infrastructure that drives productivity, supports economic prosperity and sustainable public services
- **Priority 2:** Safe, vibrant and well-balanced communities able to enjoy and benefit from the natural environment
- **Priority 3:** Fairer life chances and opportunity for all
- **Priority 4:** Improved health and wellbeing and more people living healthy and independent lives for longer

Under each of the strategic priorities we will identify a number of outcomes that we aim to achieve. These will be included in a twice-yearly performance report (Appendix 1) for review by the Board. We will focus on outcomes that require the most improvement and best indicate progress towards the vision outlined in this strategy. The Board will also publish an annual report to show what has been achieved.



Delivering the Strategy

Ultimate responsibility for the leadership and delivery of this strategy lies within the Somerset Improving Lives (Health and Wellbeing) Board, however, in order to deliver our vision we need everyone who lives and works in Somerset to play an active role.

Although we have selected four key priority areas for action, the Improving Lives Strategy has a wide remit and its delivery will include close working with existing organisations and partnerships. Some of the priority areas are also included in a number of different strategies and plans, for example the Childrens and Young People’s Plan and the Somerset Growth Plan. Implementation of these will be key to the delivery of the vision and outcomes of this strategy.

The Somerset Improving Lives Strategy does not replace existing strategies, commissioning plans and programmes, but influences them. As plans are refreshed and new plans are developed, the Improving Lives Board will ensure they are aligned to priorities set out within this strategy and the Joint Strategic Needs Assessment.

Improving Lives lead partnerships for delivery of our priorities:

Priority Area	Lead Partnership(s) for delivery	Related strategy(s) or plan(s)
1. A County infrastructure that drives productivity, supports economic prosperity and sustainable public services	Somerset Growth Board	Somerset Growth Plan (2017-2030) Heart of the South West Productivity Strategy (2018-2038)
2. Safe, vibrant and well-balanced communities able to enjoy and benefit from the natural environment	Safer Somerset Partnership Stronger Communities Board Local Nature Partnership	Safer Somerset Partnership Plan (2017-2020) Stronger Communities Strategy
3. Fairer life chances and opportunity for all	Children’s Trust Board	Children and Young People’s Plan (2016-2019)
4. Improved health and wellbeing and more people living healthy and independent lives for longer	Sustainability and Transformation Partnership	Fit for my future (Health and Social Care Strategy)
Cross-cutting: Somerset Strategic Housing Framework		

Every year the Improving Lives Board will review the priorities, progress made by the Partnership Boards, the local picture (JSNA) and any relevant national policy changes before setting a new action plan to drive work for the next 12 months.

Principles of the board

To make the best use of the resources the work contributing to this strategy will apply the following principles:

Equity: Provision of services should be proportional to need and targeted to the areas, groups and individuals that need them most

Accessibility: Services should be accessible to all, with factors including geography, opening hours, and physical access being considered.

Integration: Where the integration of services provides an easier system and better outcomes for people within the same overall cost, all relevant organisations should work together to maximise the local benefits

Effectiveness: Activities and services should be evidence-based and provide value for money.

Sustainability: The work contributing to this strategy should be developed and delivered with due regard to the environmental, economic and social dimensions of sustainability.

Diversity: Activities and services should have due regard to the specific needs of protected groups and foster good relations between different people when carrying out their duties.

Priority 1: A County infrastructure that drives productivity, supports economic prosperity and sustainable public services

Why is this important?

We know that to make the biggest change to improving people's lives we need to focus on the social and environmental factors that impact on people's lives. Education, employment, housing and connectedness all affect our mental and physical health and well-being.

Good work offers stability, security and a regular income. Good work provides the opportunity to people to afford basic living standards and participate in community and social life.

A healthy home is one that is affordable, warm and stable, and somewhere that helps connect people to community, work and services. A healthy home provides a solid foundation for our population and supports good mental and physical health.

People who are connected to the types of information and support they need are more likely to access support in a timely manner. Better digital and transport connections will also enable our businesses and communities to thrive.

What are the challenges?

In Somerset we have lower unemployment rates than the national average. However, many people are employed in part-time and low-wage jobs and the average income for Somerset residents is lower than for the rest of England.

There are not enough affordable homes for all of the people that need them and the average house price is now 10 times higher than the average income.

Many of our residents live in rural areas, some of which have poor access to high speed broadband and mobile phone signal. There are also parts of the county where transport access is difficult which impacts on education, employment and business opportunities.

Many of the public services in Somerset are facing financial challenges with levels of funding not being matched by increasing demand.

Key partnerships for delivery

- Somerset Growth Board
- Somerset Strategic Housing Framework
- Heart of the South West Local Enterprise Partnership

Outcomes: what would success look like?

We want to see economic growth and development in Somerset. However, our priority as a partnership is to ensure that this growth benefits everyone and creates jobs and housing opportunities that are available to all.

Some of the outcomes which may indicate progress against this priority include:

- A University for Somerset
- % working age population educated at University level
- % of people aged 16-64 years in employment
- Statutory homelessness – number of households in temporary accommodation
- Hourly wage rates
- Actual broadband speed

Priority two: Safe, vibrant and well-balanced communities able to enjoy and benefit from the natural environment

Why is this important?

We know that to make people feel happy and supported and able to access all of the opportunities that can help to improve their lives we need to create safe, strong and supportive communities. Health is influenced by how the surroundings and environment make people feel and the opportunities they provide. Good places, indoor and outdoor spaces and buildings help people to be more physically active, use facilities and services, socialise and play.

Feeling safe and secure in the local area has a significant impact on people's health and wellbeing. A feeling of safety can help to enable people to take up opportunities to be more physically active and participate in social activities.

A lack of social contact and feelings of isolation and loneliness can have a significant impact on mental health and wellbeing. Happy and positive friendships and feeling part of a community helps to reduce the impact of social isolation.

The word community means different things to different people but we know that people who feel part of a community enjoy a sense of belonging and have more opportunity to develop resilience and have the support necessary to deal with any challenges they may face.

What are the challenges?

Nearly half of our population live in rural areas. Many of these areas can be distant from services and can be cut off during periods of harsh weather. Global climate change is likely to increase the risk of severe weather in coming decades.

Over 70% of adults in Somerset volunteer at least once a year. However, there are over 2800 charities to support and 100s of community groups who require increasing voluntary and financial support.

The population in Somerset is getting older and there are over 33,500 people aged over 65 years living alone. In some areas of the county there are high numbers of people experiencing social isolation and loneliness.

Key partnerships for delivery

- Safer Somerset Partnership
- Stronger Communities Board
- Somerset Nature Partnership

Outcomes: what would success look like?

As a partnership we want to make sure Somerset is a safe and healthy place to work, with healthy communities that are strong and resourceful and able to make the most of the assets that we have.

Some of the outcomes that may be used to monitor progress against this priority include:

- Domestic abuse-related incidents and crimes
- Violent crime (including sexual offences) – violence offences per 1,000 population)
- Social isolation - % of adult social care users who have as much social contact as they would like
- Fraction of mortality attributable to particulate air pollution
- Variation in housing affordability by district
- Utilisation of outdoor space for exercise/health reasons
- Access to woodland

Priority three: Fairer life chances and opportunity for all

Why is this important?

We know that what happens to us in childhood and adolescence is very important for the rest of our lives. Many of our health behaviours are formed from a very young age.

Good education and lifelong skills can help to build the foundations for accessing good work, problem solving and feeling empowered and valued. Education also provides a basis for learning valuable healthy lifestyle skills such as healthy sexual behaviours, emotional resilience and healthy eating.

A positive family life provides a child with the opportunity for a healthy life by creating the foundations for them to develop intellectual, social and emotional skills. Positive family life can also help children to develop healthy lifestyle habits and feel loved and valued.

Enabling good mental health and wellbeing is vital for the educational and life chances of children and young people in Somerset. Early identification and access to effective support are essential to improve outcomes.

What are the challenges?

Most children and young people have access to high quality education with many of the schools in Somerset rated as good or better by OFSTED inspectors. Somerset does not have a University and fewer young people go into Higher Education than is seen nationally. Almost 6% of the adult population have no academic qualifications at all.

There are some significant inequalities between communities in early life experiences. For example breastfeeding rates 19% lower in the most deprived communities compared to the least deprived. Furthermore, there is a gap in GCSE achievement between pupils who receive free school meals and those who do not.

The numbers of young people in Somerset being admitted to hospital for self-harm or alcohol-specific conditions is higher than we would expect it to be compared to the rest of England.

The West Somerset District was recently ranked as the lowest area nationally for social mobility, meaning that there are fewer education, employment and housing opportunities for deprived children and young people.

Key Partnerships for delivery

- Somerset Children's Trust Board

Outcomes: what would success look like?

Our priority as a partnership is to ensure every child in Somerset has the opportunity to have the best possible start in life.

Some of the outcomes that may be used to monitor progress against this priority include:

- School readiness: the percentage of children achieving a good level of development at the end of reception
- 16-18 year olds not in education, employment or training
- Breastfeeding prevalence at 6-8 weeks after birth
- Inequalities in educational attainment
- Achievement gap between those in receipt of free school meals and their peers
- Coverage of child immunisation programmes
- School attendance rates
- Teenage conception rates

Priority four: Improved health and wellbeing and more people living healthy and independent lives for longer

Why is this important?

We all have a role to play in maintaining and improving the health and wellbeing of ourselves, our families and our communities, by trying to live a healthier way of life. However, we also need access to the health and care services that we need, when we need them. Joining up the different parts of our health and care system and enabling them to communicate effectively will allow us to best meet the needs of our population and ensure we do not miss opportunities for prevention and early intervention.

We want people to feel supported to live the life they aspire to, by helping them earlier and more efficiently. Providing the necessary care and support at home and in communities can enable people to live independently for longer and reduce unnecessary admissions to hospital. People should feel supported to choose healthy and active lifestyles and improve their own physical and mental health and wellbeing. Some people will need more support than others but all partners should be doing what they can to provide the information and support for people to make positive lifestyle choices.

What are the challenges?

The life expectancy in Somerset has increased by around 2 years in the last 15 years, with men now expected to live until 80.5 years and women 84.1 years. This is higher than for the national average.

As life expectancy increases, the period of time spent in ill health also increases. We now expect the last 16 years of life to be spent in ill health and in the next 20 years we may see a doubling in dementia rates.

In some of our communities in Somerset, 20% of the adult population are living with a disability and over 7% of adults are recorded on GP registers for depression.

The way health and social care services are delivered may become unsustainable if demand continues to increase and our population gets older, with more long term conditions.

Key partnerships for delivery

- Fit for my Future (Somerset Health and Social Care Strategy)

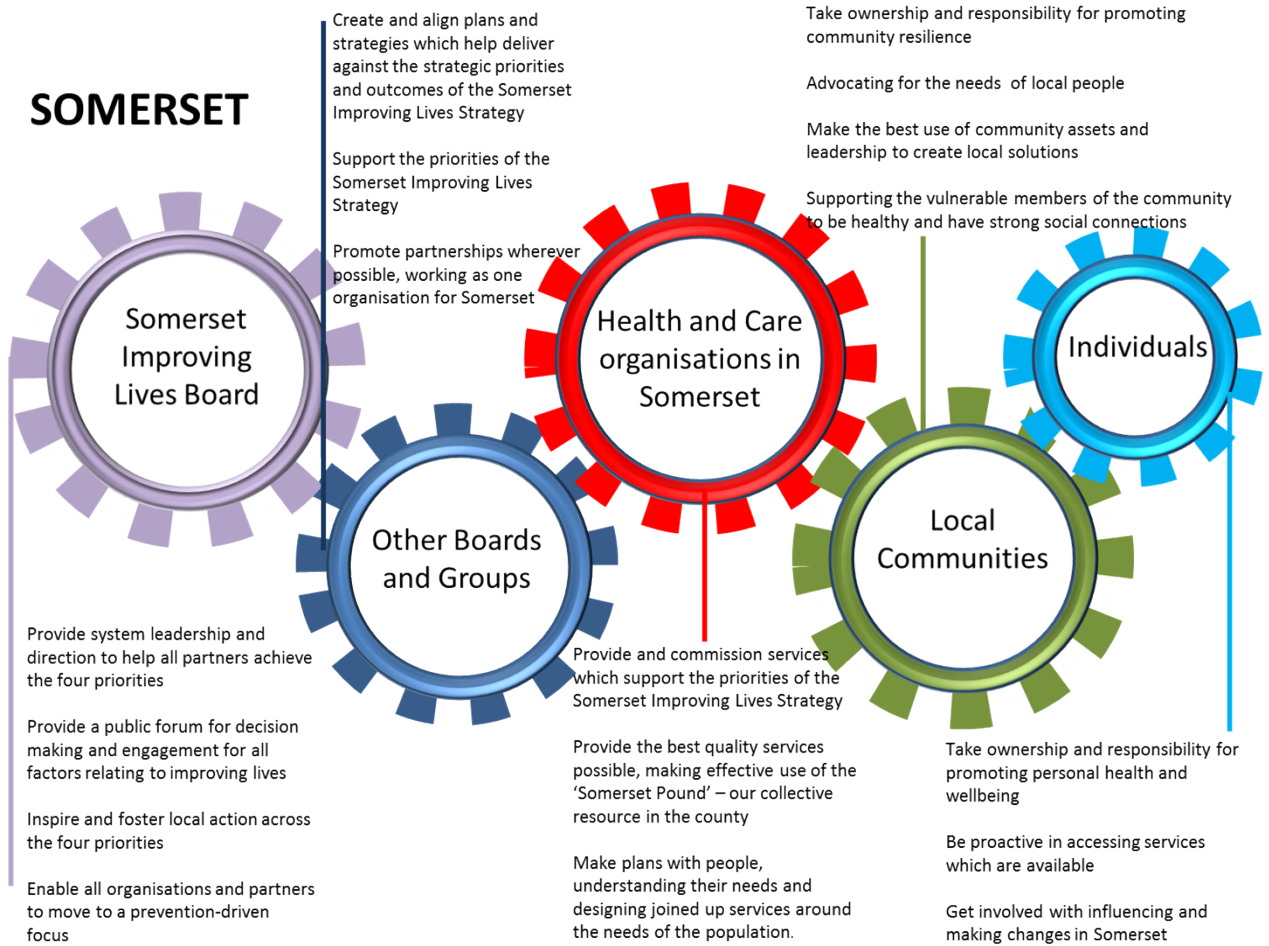
Outcomes: what would success look like?

Our priority as a partnership is to ensure we have a health and care system that is fit for purpose and can manage the challenges of increasing demand, support those with long-term conditions and help residents take responsibility for improving their own health outcomes.

Some of the outcomes that may be used to monitor progress against this priority include:

- Delayed transfers of care
- Smoking status at time of delivery
- Smoking status in adults
- Emergency hospital admissions for intentional self-harm
- % of adults classified as overweight or obese
- Percentage of physically active adults
- Emergency hospital admissions due to falls in people aged 65 and over
- Mortality rates from causes considered preventable

How can you get involved?



What have people said about the strategy

I would like to be involved in building cross-sector relationships to ensure a coordinated approach to these four priorities, so that health, social care, education, voluntary sector and other partners are all involved.

There should be use of existing forums and established 'bodies' like Parish Councils, National Parks, etc. These should all be encouraged to act with 'one voice' and engage with local communities.

We need a joined up approach contributing to the priorities through the day to day work our organisation delivers.

As a strategic voice, the Board Should be driving a commitment to bring everyone (all partner) organisations along the journey with them...they should be an advocate for change and improvement.

Appendix 1. Outcomes Framework

Somerset Health and Wellbeing Board Scorecard											
The Vision for health and wellbeing in Somerset is: 'People Living healthy and independent lives, supported by thriving and connected communities, with timely and easy access to high quality and efficient public services when they need them'											
Reporting Period: 2018/19											
Health and Wellbeing Board Duties / Requirements					Headlines / Exception Report						
Statutory Duties and Functions		Reports received:			Public Engagement						
Undertake a Joint Strategic Needs Assessment		Director of Public Health Annual Report 2017/18			Annual Health and Wellbeing Conference						
		Somerset Children's Trust - Children and Young People's Plan 2016-19									
Undertake a pharmaceutical needs assessment		Somerset Safeguarding Children Board - Annual Report 2017/18			Involvement and encouragement with Healthwatch Somerset						
		Somerset Safeguarding Adults Board - Annual Report 2017/18									
Develop a joint Health and Wellbeing Strategy for the County		Safer Somerset Partnership 2017/18			HWB Newsletter / briefing notes						
		Joint Strategic Needs Assessment 2018									
To encourage integrated working between health, social care and public health including oversight of the Better Care Fund		Health Protection Forum Report 2017/18			HWB Website						
		Healthwatch Somerset Updates									
Overarching Indicators											
Healthy life expectancy at birth					Inequality in life expectancy						
Priority Workstreams											
Priority One: A County infrastructure that drives productivity, supports economic prosperity and sustainable public services			Priority Two: Safe, vibrant and well-balanced communities able to enjoy and benefit from the natural environment			Priority Three: Fairer life chances and opportunity for all			Priority Four: Improved health and wellbeing and more people living healthy and independent lives for longer		
A university for Somerset			Domestic abuse-related incidents and crime - current methods			School readiness: the percentage of children achieving a good level of development at the end of reception			Delayed transfers of care		
Percentage of working age population educated at University level			Violent crime (including sexual offences) violent offences per 1,000 population			16-18 year olds not in education, employment or			Smoking status at time of delivery		
Percentage of people aged 16-64 in employment			Social isolation - % of adult social care users who have as much social contact as they would like			Breastfeeding prevalence at 6-8 weeks after birth			Smoking status in adults		
Statutory Homelessness - households in temporary accommodation			Fraction of mortality attributable to particulate air pollution			Inequalities in educational attainment			Emergency hospital admissions for intentional self-harm		
Hourly wages rates (from Annual Survey of Hours and Earnings)			Variation in housing affordability by district			Achievement gap between those in receipt of free school meals and their peers			Percentage of adults classified as overweight or obese		
Actual broadband speed						Coverage of child immunisation programmes			Percentage of physically active adults		
Percentage of business with ultrafast broadband						School attendance rates			Emergency hospital admissions due to falls in people aged 65 and over		
All Health and Wellbeing Board member organisations to identify a Mental Health Champion						Teenage conception rates			Mortality rates from causes considered preventable		