

Basildon Health and Wellbeing Strategy 2020-2025

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1. INTRODUCTION

We believe that everyone has the right to enjoy good health and wellbeing. This is why Basildon Council is committed to improving the health and wellbeing of borough residents and communities by working towards three key priorities;

- reducing the prevalence of adult and child obesity
- improving mental health and wellbeing
- reducing health inequalities by tackling the wider determinants of health

This is Basildon Council's first Health and Wellbeing Strategy, which follows on from the 2018 Health and Wellbeing Policy that set the Council's direction for health and wellbeing. This strategy is key to making our ambitions a reality. By adopting a holistic approach that consider the impact our services have on the wider determinants of health, we believe we can have a greater impact on reducing health inequalities and thereby improve the health experienced by residents of the borough. Crucial to the success of this way of working is the involvement and contribution of our communities and partners who will shape and drive new approaches.

Through community engagement and the use of external existing data, we have gathered and developed a rich understanding of the ambitions from our residents and our local businesses, and identified actions we can collectively take as an organisation, ensuring that we work effectively with partners to achieve these. We will build on existing relationships and develop new ones with stakeholders where needed, strengthening existing partnerships across the Borough to ensure we work effectively together. We know that much great work already happens within communities, often informally, and by harnessing the strengths of the Borough we can create a place where people are healthier, happier, independent and active.

2. WHAT DO WE ALREADY KNOW?

The Council has taken great strides to embed local health and wellbeing priorities in our ‘business as usual’ activities. In addition to this, the Council has taken a proactive approach in supporting staff health and wellbeing in the workplace. In response to a staff survey carried out by Provide who are the commissioned service for Workplace Health in Essex, a staff health and wellbeing programme was developed, which includes a weight management programme, physical activities and mental health workshops as well as creating a greater awareness of good health and wellbeing practise amongst staff and the steps they can take as individual’s.

Our health and wellbeing is often linked to other complex issues in our lives rather than solely based on our physical activity or the food we eat. Therefore, health and wellbeing cannot be seen as an isolated problem but should be viewed from a wider perspective. These ‘wider determinates of health’ include a multitude of factors that can influence our health and wellbeing:



The Determinants of Health (1992) Dahlgren and Whitehead

Socio-economic factors have the highest value of influence on our health and wellbeing. These factors demonstrate the important role we have as a local authority in positively influencing these factors through our day to day services.

For example, we are aware that unemployment can lead to a higher rate of mortality and is linked with both poor physical health as well as severely impacting on mental health and wellbeing.¹ We therefore recognise our responsibility in working together

¹ Buck, D., Baylis, A., Dougall, D. and Robertson, R. (2018). A Vision for Population Health: Towards a Healthier Future. [online] Kingsfund.org.uk.

with partners to create improved access to higher paid jobs and to develop skills which will enable our workforce to access such opportunities within the borough.

To be able to achieve the priorities within this strategy, it is important to recognise and understand the impact of wider determinants of health in order to effectively adopt a 'whole system' approach in being able to address the various inequalities which exist within the Basildon Borough. It is also important to understand the challenges we currently have in some areas in the Borough, in order to focus and efficiently work together to improve our health and wellbeing.

3. OUR VISION

Our vision is to enable borough residents to live long healthy, independent, happy and active lives.

Through work with partner organisations, we want to narrow the gap in life expectancy between those living in the most deprived and those living in the least deprived areas.

The five-year Health and Wellbeing strategy 2020- 2025 will focus on three priorities where Basildon Council and its health partners believe it will make the biggest difference to the lives of local people. These priorities are;

1. Reducing the prevalence of adult and child obesity
2. Improving mental health and wellbeing
3. Reducing health inequalities by tackling the wider determinants of health

Although the strategy is structured around the above 3 priorities, we acknowledge the interdependences between them and believe that in order to successfully deliver one priority, contributions will be needed from them all.

This strategy aligns to the Council's key priorities from the Corporate Plan which also have a focus on understanding the causes of health inequalities within our borough and with this understanding, ensure we take the necessary steps needed to improve the health and wellbeing of our residents. Some of the outcomes will focus on improving the environment we live in, enhancing the employment opportunities available to local people, influencing quality support for those living with mental ill-health and focussing on delivering greater health and activity opportunities for local families, adults and children.

The clear overall outcome is to help people become healthier, happier, independent and active.

3.1 OUR ENABLERS

We recognise that health and wellbeing is not the responsibility of one single agency, but multiple agencies, and that if we aim to impact the wider determinants of health,

we require a cross sector approach to achieve better health and wellbeing. By working across departments as an organisation and working alongside external partners, we will ensure better health and wellbeing outcomes for our community. Therefore we have developed 3 key enablers that will underpin our approach to working towards this.

3.1.1 Enabler 1: Working as a partnership with key stakeholders

The Council actively contributes to a number of partnerships that support the wider health and wellbeing outcomes, one of which being the Basildon Health and Wellbeing Partnership which shares our health and wellbeing priorities. We recognise the great opportunities we have to better support the health and wellbeing of our residents by working with others from across the system. We will therefore take a proactive approach to working with others and forming new relationships to achieve greater health outcomes.

3.1.2 Enabler 2: Basildon Council adopting a whole systems approach to health and wellbeing

By adopting a “health in all matters” whole systems approach to working as a borough council regarding health and wellbeing, we will be better equipped to align our work with the council’s overall priorities, respond to health and wellbeing requests, including consultation and surveys, and avoiding duplication. Together, we will shape future opportunities and be proactive in our ways of working.

We will do this by developing an Internal Public Health Group that will bring together council departments with relevance to health and wellbeing, including council officers from Environmental Health, Leisure and Open Spaces, Community Safety, Community Engagement, Planning, Human Resources, Inclusion and Diversity, Regeneration, Housing and more. The Internal Health and Wellbeing Group will aim to ensure cross-departmental working that will focus on the health and wellbeing impact of our Council services on communities in the borough and Council staff health and wellbeing.

3.1.3 Enabler 3: The Community at the heart of what we do

We recognise the many strengths that already exist in our borough. One of our biggest assets are those living, working and being educated within it. We know that much great work already happens within our communities, often informally. It is therefore

imperative that we ensure the community is at the heart of everything we do by working with established community groups and forums as well as informally and directly with our residents to better understand the opportunities inherent. It is also important for us to proactively help in realising these and influence our partnerships and decision making structures.

4. LIFE COURSE APPROACH TO HEALTH AND WELL-BEING.

We are aware our vision is long-term, however we understand that the impact our current services make now have the ability to influence health and wellbeing in years to come. Most poor health experienced later in life is often as a result of factors that took place in early life. Therefore, we have a responsibility to ensure our services support health and wellbeing throughout all stages of life to prevent negative onsets in later life. It is for this reason, that our strategy will implement a life course approach.

START WELL – Laying the foundations for a healthy life

LIVE WELL – Ensuring people have opportunities to live healthy, happy lives

AGE WELL – Supporting those to maintain a healthy, happy life

As part of this strategy, we will identify the need for each stage of the life course. All actions will be developed under each priority. They will consider the impact at each stage of the life course, supporting the reduction of health inequalities to enhancing the opportunities for residents of all ages to live healthy, happy lives.

5. PRIORITIES

5.1 Priority 1: Reduce the prevalence of child and adult obesity

5.1.1 Why this is a priority?

In England, over one third of children, two thirds of adult men and over half of adult women are overweight or obese. Their related illnesses cost NHS England £6.1 billion in 2014/15. The scale and cost of obesity has a wide-reaching impact on health and well-being, placing significant burden on families, the health and social care system, employers, and society as a whole. Among the non-communicable disease, risk factors of obesity are limited health and life chances, negating many of the health benefits that have contributed to increased life expectancy. The evidence base links eating an unhealthy diet and lack of exercise with a greater risk of cancer, stroke, heart, respiratory and liver disease.

5.1.2 We know that in Basildon:

- ²By Year 6 33.9% of children are classified as overweight or obese. This is significantly worse than East of England and Essex. The gap between reception and year 6 in relation to obesity or being overweight is greatest in Basildon.
- Obesity in adults in Basildon is worse than East of England and England, with 70.5% of adults overweight or obese.
- 25.3% inactive less than 30 minutes a week.
- 12.8% fairly active for 30-149 minutes a week.
- 61.9% active for 150+ minutes a week.
- In Basildon, figures show that women are significantly more likely (32%) than men (25%) to be inactive
- Wards in the south of Basildon is estimated to have the highest number of obese or overweight adults. This includes Pitsea South East, Pitsea North West, Vange and St. Martins.
- Basildon has a density of fast food outlets of 82.5 per 100,000 population. This is significantly worse than Essex but similar to East of England and England.

5.1.3 What are we doing about it?

- Provision of play areas and maintenance of the public realm and green spaces. Play Strategy revenue being carried out to ascertain how we best deliver good quality play provision.
- Provision of health facilities. Contract management and excellent working relationships with providers of facilities and users of our parks.
- Ensure the Council is an active partner in Essex-wide initiatives such as 'Tuck IN' healthy choices campaign, which works in partnership with small independent caterers offering takeaways to make small changes to promote healthier ingredients
- Ensure a variety of opportunities for physical health support is provided throughout the workplace.

5.2 Priority 2: Improve mental health and wellbeing

5.2.1 Why this is a priority?

³Half of all mental health problems are established before the age of 14 years old. One in ten children aged 5 – 16 have a diagnosable mental health condition in the UK. Children from low income families are at highest risk and those with a conduct disorder are twice as likely to leave school without any qualifications and 20 times more likely to end up in prison.

² Basildon Joint Strategic Needs Assessment 2019

³ NHS England, The Five Year Forward View For Mental Health (2016)

One in four adults will experience at least one diagnosable mental health and one in five older people living in the community are affected by depression. Factors such as employment and good quality affordable housing contributing hugely to someone being able to maintain good mental health and are important outcomes for recovery.

People in marginalised groups are at greater risk, including black, Asian and minority ethnic (BAME) people, lesbian, gay, bisexual and transgender people, disabled people, and people who have had contact with the criminal justice system, among others. BAME households are more likely to live in poorer or over-crowded conditions, increasing the risks of developing mental health problems.

5.2.2 We know that in Basildon:

- ⁴Basildon has the 2nd highest prevalence of mental health disorders in those aged 16+ in Essex
- Basildon has the 3rd highest prevalence of mental health disorders in children & young people aged 5-16 in Essex
- In 2019, there were 2,284 people aged over 65 in Basildon living with dementia. This is predicted to rise to 3,349 by 2035.

5.2.2 What are we doing about it?

- Ensuring a key staff wellbeing focus on mental health with opportunities to highlight available support, raise awareness and consultation.
- For residents experiencing loneliness in sheltered housing there is an opportunity to utilise the communal halls to help tackle the issue of loneliness in the community.
- Working with mental health groups and charities to promote parks and open spaces which are proven to increase mental wellbeing.
- Providing business rates reductions for voluntary sector providers working to this agenda.
- Community rate reductions for hall hirers working to this agenda.

5.3 Priority 3: Reduce health inequalities by tackling the wider determinants of health

5.3.1 Why this is a priority

Marmot's strategic review of health inequalities, the 2010 'Fair Society Healthy Lives' paper highlighted the systematic differences in health caused by the unequal distribution of the social determinants of health, and the differences in health-

⁴ Basildon Joint Strategic Needs Assessment 2019

damaging behaviours that these wider determinants produce. These social determinants of health include access to health care, goods and services, individual factors such as age and sex, lifestyle factors such as eating a healthy balanced diet and regularly exercising, educational attainment, income, poor and unequal living and working conditions. Health inequalities are reduced when appropriate policy intervention is applied and effective action is taken to address the inequality. There is a need to address the wider determinants of health in order to reduce health inequalities by reducing the social gradient of health.

5.3.2 We know that in Basildon:

- ⁵The Basildon borough as a whole has significantly worse outcomes for wider health determents than the England and Essex averages.
- Whilst life expectancy for both men and women in Basildon is close to the England average, the difference in life expectancy between wards in Basildon is 6.9 years for males (Pitsea South East vs Billericay East) and 7.7 years for females (Fryerns vs Wickford Park).
- The major cause of reduced life expectancy and early deaths are 'long-term conditions' (such as cardiovascular disease, diabetes, cancer and respiratory disease) that cannot be cured but can be controlled by medication or other therapies.

5.3.3 What are we doing about it?

- Provision of a Winter night shelter to alleviate rough sleeping
- The Advice store – enabling access to skills and employment
- Employment and Skills plan by the Council's Economic Development team exploring ways of improving skills and employment prospects in the borough
- Developing an Early Years Policy.
- *The development of our Air Pollution Plan* which will enhance provision through ever greater walking and cycling,

Improving community safety through the Safer Basildon Partnership priorities – domestic abuse, gangs and drug related crime and violence with injury.

6. MONITORING

Progress of the strategy will be measured at both local and county-wide levels against the Essex Joint Health and Wellbeing Strategy and Public Health Outcomes Framework. We aim to ensure that all health and wellbeing outcomes will be effectively evaluated and provide an evidence base.

The Internal Public Health Group will be responsible for monitoring the implementation of the Basildon Health and Wellbeing Strategy and will ensure a review is undertaken

⁵ Basildon Joint Strategic Needs Assessment 2019

annually. At the end of the financial year. Therefore, all health and wellbeing activity will be reported to the internal Health and Wellbeing group.

Through the collaborative work of the Basildon Health and Wellbeing Partnership, we will continue to explore working opportunities with partners and play a key role towards achieving set aims to improve health and wellbeing of the borough. This will be measured through the Partnership's Action Plan which will be reviewed annually. All actions regarding Basildon Council will be fed through the Basildon Council Internal Public Health Group.

7. LINK TO OTHER POLICIES, STRATEGIES OR PARTNER DOCUMENTS

Below are a list of existing policies/strategies which this health and wellbeing strategy will be feeding into. These strategies/policies will build the foundation of partnership working needed to deliver the priorities within this strategy.



