



YOUR LIFE - IN A HEALTHIER COMMUNITY

SUMMARY

***HEALTH, SOCIAL CARE
& WELL-BEING STRATEGY FOR
BRIDGEND COUNTY BOROUGH***

2008 – 2011

A MESSAGE FROM THE HEALTH AND WELL-BEING PARTNERSHIP

Bridgend County Borough Council and Bridgend Local Health Board have a duty in law to address the health and well-being needs and improve the quality of life of the people in Bridgend County Borough. We meet our duty by working closely in partnership with Abertawe Bro Morgannwg University NHS Trust, the National Public Health Service, Bridgend Association of Voluntary Organisations and Bridgend Community Health Council, amongst others, to plan and deliver services, which are becoming increasingly integrated. The partnership will be referred to throughout the document as 'The Health and Well-Being Partnership.'

This plan is the second Strategy of its kind to be produced using a health needs assessment process to consider what the priorities should be for service planning for the next three years. We have engaged with employees and local people to consider whether they agree with the strategy themes and priorities and the response has been generally positive.

We recognise that we are unable to improve all aspects of health and well-being over the next three years and have chosen to target areas for improvement where particular vulnerability exists within the local population at the present time. Specifically these include action plans and service improvements to help prevent and manage chronic diseases and poor mental health or a lack of emotional well-being. Where these conditions have been identified as having a high prevalence in particular communities or specific groups of people within the county borough, we will work to ensure that resources, expertise and specific services are targeted at those who are most vulnerable.

We accept that good health and well-being is important for the whole population as it increases economic prosperity and raises the profile of the county borough in the longer-term. This plan therefore also focuses on keeping people well, those who are currently enjoying good health. Where we live and lifestyle choices can affect our future health and well-being. We recognise the importance of this strategy being linked into and working in tandem with other key strategies and partnerships that can help to maintain or improve the health and well-being of the general population.

Our vision for the long-term future of Bridgend County Borough is:

The health and well-being of the people of the County Borough of Bridgend will be the best in Wales

Everyone has appropriate access to first class services delivered by organisations working together.

We believe that the updated Health, Social Care and Well-Being Strategy is one of the key processes that will help turn our vision into a longer-term reality.



Dr. Andrew Goodall, Chief Executive
Bridgend Local Health Board



Dr. Jo Farrar, Chief Executive
Bridgend County Borough Council

This plan is a summary version of the Bridgend County Borough Health, Social Care and Well-Being Strategy for 2008 – 2011. There is a more detailed technical version available for downloading on the websites www.bridgendlhb.wales.nhs.uk or www.bridgend.gov.uk . If you do not have access to the internet a copy can be sent to you by contacting Bridgend Local Health Board on telephone number 01656 754400 or Bridgend County Borough Council on telephone number 01656 643643.

SUMMARY OF KEY ISSUES FROM SECTION 1

BACKGROUND INFORMATION:

- This plan is one of a number of local plans to help improve the health and well-being of the people of Bridgend County Borough.
- The other plans to improve the general health of the population include:
 - The Community Strategy
 - The Single Plan for Children (*available in September 2008)
 - The Local Development Plan
- This is the second HSCWB strategy and replaced the previous plan in April 2008.
- This plan aims to improve people's health and well-being, help people receive good public services when and where they need them and make sure there is fairness applied to all people who need to get a service.
- A partnership called the Health & Well-Being Partnership is responsible for making sure this plan influences service development and delivery where specific problem areas have been identified in the health and well-being of the population.
- When the partnership develops or buys in services, they must be based on the needs of people in the community.
- Organisations involved in delivering health, social care and well-being services for people must now think about wider issues like how people can get into that service and if there are any barriers that may stop certain people receiving a service that they need.
- A step-by-step action plan will be produced for the next three years to make sure services work to national and local standards, so that people know what to expect from their services.
- People responsible for buying, arranging or providing services linked into this plan will have to report every three months to the Health and Well-Being Partnership Board to make sure that services are meeting the targets set out in the action plan.
- Once a year a progress report will be prepared and sent to the Welsh Assembly Government to make sure the partnership is meeting national and local targets and standards and for somebody from outside of the county borough to check that we are developing, buying or delivering the services that have been agreed.
- This plan will be looked at again in 2011 to make sure that it has done what it has set out to do.

- At that time, there must be proof that the health and the well-being of the people of Bridgend County Borough is getting better and that people have managed to get services when they needed them without any unnecessary barriers or discrimination.
- We believe that partnerships between the Local Authority, the Local Health Board and other agencies will be the key to improving and modernising services and meeting the targets and standards set out in the action plan.

SUMMARY OF KEY ISSUES FROM SECTION 2

IDENTIFYING LOCAL NEED:

- The technical document that can be found on the LHB and Council websites gives more detailed information on how the partnership identified the local needs that must be addressed. The partnership gathered this information through looking at national and local statistics, carrying out a needs assessment process and through consultation with services and the public.
- The detailed information contained in the technical document for local service planning purposes includes information on:
 - The general population of the county borough like the information you would get from the census.
 - Numbers of people registered with a doctor.
 - The average age of death of people.
 - The percentage of people who have health problems compared to the rest of Wales.
 - The average numbers of people leaving school with recognised qualifications.
 - The percentage of people working or claiming benefits.
 - The numbers of people needing help with housing.
 - The percentage of areas within the county borough where there are groups of people who could be more socially disadvantaged.
 - The percentage of people making lifestyle choices that could have a negative impact on health in the longer-term like smoking, drinking too much alcohol, taking drugs, over-eating or not eating enough fruit and vegetables or not taking any exercise.
 - Environmental issues that could have an impact on health like the quality of the air we breathe and the county borough's record on recycling.
 - Safety matters like higher-level road traffic accidents and lower than average reported crime.
- The Health Needs Assessment process indicated that the Health & Well-being Partnership should focus its attention over the next three years on the following priorities:
 - Increasing physical activity and improving nutrition.
 - Chronic disease prevention and management.
 - Improving mental health and emotional well-being.
 - Tackling alcohol misuse.

- These were the main four areas that must be improved over the next three years. There are many other areas that will also be considered within the resources that are available within the county borough and in line with other plans such as the Single Plan for Children & Young People and the Local Development Plan like improving transport and increasing educational opportunities.
- During the consultation process it was discovered that people generally agreed with the themes and priorities of the draft HSCWB strategy, which in summary were:
 - Themes – Social Inclusion; Healthy Living & Well-Being and Health & Social Care.
 - Priorities for action – Increasing Physical Activity and Improving Nutrition; Managing Chronic Diseases; Improving Mental Health and Emotional Well-Being.
- However the partnership was asked through consultation to consider in its future planning:
 - Pressures on services with increased demand and higher expectations from the public.
 - Measures to reduce poverty and keep people safe from harm.
 - Consideration for the needs of people with terminal illness or at the end of their life, including support services for bereaved people.
 - Making sure that wider issues are considered in planning like thinking of people's beliefs and tackling issues like age and other discrimination.
 - Considering wider environmental issues in the needs assessment such as the possibility of pollution from developing technology and access to green spaces.
 - Improving transport in rural communities to access services.
 - Increasing flexibility in doctor (GP) appointments.
 - More community projects to improve physical and emotional well-being.

SUMMARY OF KEY ISSUES FROM SECTION 3

LEARNING FROM EXPERIENCE:

- The Health & Well-Being Partnership has assisted or supported the development of a number of strategies or services in recent years to improve the health and well-being of the population such as:
 - The Regeneration Strategy
 - Health Challenge Bridgend
 - Children and Young People
 - Disabled People
 - Mental Health
 - Older People
 - People requiring affordable housing
 - People using leisure services through linking into their doctor's surgery
 - Community Safety initiatives

- People requiring help because of drinking too much alcohol or taking drugs
- Carers who look after people without being paid
- Community Support Groups
- Adult Social Care Services (previously Social Services)
- Primary Care (Doctors, Dentist, Pharmacists, Optometrists)
- Hospital to Community Services

(Detailed information on each of the above strategies or service areas is available in the technical document on the LHB or Council website).

- The Health & Well-Being Partnership has moved forward quite a lot in recent years but still has a lot to do over the next three years.
- There are many challenges ahead, which mean that we must work more closely together across strategies and agencies to make sure that we meet the needs that have been identified.
- Some times we will need to join up systems like paperwork and information across agencies or sometimes it will mean joining up teams or groups of workers and making sure they have places from which to work.
- We need to make sure that we have the right people, with the right skills in the right jobs.
- We must also plan for any new people coming to live in the county borough and any needs that they might have.

SUMMARY OF KEY ISSUES FROM SECTION 4

STRATEGIC THEMES FOR HSCWB STRATEGY 2008 – 2011:

The three themes of this plan will be:

- Reducing Health Inequalities
- Healthy Living and Well-Being
- Health and Social Care

Reducing Health Inequalities - means making sure that we consider all aspects of a person's health like the environment where they live; education and employment; the influence of family, neighbours and friends and being able to get support services when they are needed. We will use a nationally recognised meaning for 'health' from April 2008 so that services think of the person as a whole and not just somebody who is sick or disabled. Services will be tested to make sure they are meeting the needs of people from all walks of life with respect being shown for people from a range of different backgrounds and cultures.

Healthy Living and Well-Being - includes a number of universal services within the council and voluntary sector that can help people improve their general health and well-being. These services will be seen as being just as important as services like health care and social services.

Health and Social Care – there will always be people who need specialist or longer-term services because they need medical treatment or paid carers to

look after them. We have already joined up a lot of these community-based health and social care services across Bridgend County Borough and we have had national praise for some of these new developments. However, we still have a way to go. We will continue to join up workers and budgets where this is practical to make sure that people in the community are able to get into services more quickly and are getting a fair deal from their services.

SUMMARY OF KEY ISSUES FROM SECTION 5

IDENTIFYING PRIORITIES AND IMPLEMENTATION OF HSCWB PLAN 2008 - 2011:

- We have to identify the areas where health must improve in Bridgend County Borough over the next three years because we can't improve on everything in that time.
- The main areas to be prioritised for the next three years (*our must do targets) are:
 - Increasing life expectancy.
 - Reducing levels of chronic disease, specifically heart disease, stroke, respiratory disease, diabetes and cancer.
 - Improving mental health and emotional well-being.
 - Reducing alcohol misuse.
 - Improving lifestyle choices.
- These are not the only targets for the next three years and there will be others that we may be able to achieve if we have enough time and resources.
- An action plan will be developed by partners with specific actions for service areas to make sure that we achieve the priorities outlined above.
- A report will go to the Welsh Assembly Government once a year to make sure that we are doing what we said we would to improve the health and well-being of the people in Bridgend County Borough.

HOW TO FIND OUT MORE

The more detailed technical version of the Health, Social Care and Well-being Strategy 2008 – 2011 for Bridgend County Borough is available for downloading on the websites www.bridgendlhb.wales.nhs.uk or www.bridgend.gov.uk

If you do not have access to the internet a copy can be sent to you by contacting the Health, Social Care and Well-being Strategy Coordinator at Bridgend Local Health Board on telephone number 01656 754400 or Bridgend County Borough Council on telephone number 01656 643643.

Copies are also available from the Coordinator in Braille, large print and on CD.