



BUCKINGHAMSHIRE HEALTH AND WELLBEING STRATEGY 2013-16

Our Vision: Promoting healthier lives for everyone in Buckinghamshire

“I am delighted to welcome you to the first Health and Wellbeing Strategy for Buckinghamshire. Generally people living in the county can expect to enjoy a good level of health and wellbeing. Most people can expect to live a long life, be well educated and have access to good quality employment.

Whilst that is encouraging, we recognise that we face some significant challenges to improve the health and wellbeing of the county, such as reducing the number of people leading unhealthy lifestyles.

This strategy will allow this partnership to look across the whole health and care system to focus on addressing the big issues that will improve the health and wellbeing of residents.

We will also strive to involve residents and key organisations in the decisions about health and wellbeing that are important to them.”

**Cllr Patricia Birchley, Chairman,
Buckinghamshire Health & Wellbeing Board**

Who are we? The Buckinghamshire Health & Wellbeing Board

This new partnership provides an opportunity for County and District Councillors, GPs and other partners to work together to achieve the shared vision of improving health and wellbeing.

Our work will focus on trying to stop or delay people getting sick and also promoting ways to keep healthy. However, we cannot achieve this on our own. We will work to provide residents with the right conditions to make decisions that improve their health and wellbeing, such as taking regular exercise and eating healthily.

This strategy is the first that we have developed since we came together as a partnership in 2011.

We hope that by working closely as a partnership we can make a real difference to the health and wellbeing of Buckinghamshire residents.



What is the Health & Wellbeing Strategy? A new approach to improving health and wellbeing

This strategy describes our vision, aims and priorities for improving health and wellbeing in Buckinghamshire over the next three years.

The strategy:

- Provides key organisations, such as GPs and Councils, with a clear idea about the areas where they can have the biggest impact on improving health and wellbeing.
- Takes into consideration other factors that can influence people's health and wellbeing, such as access to transport, housing and the environment.

We know that we cannot deliver this strategy alone. Improving health and wellbeing in the county is everyone's business.

We will work with key organisations, including those in the voluntary and community sector, to see how the priorities listed within this strategy can be made a reality in communities.



How do we know we are focusing on the right things? Developing a Health & Wellbeing Strategy

Our starting point was to find out the health and wellbeing issues that have the biggest impact on residents in Buckinghamshire.

We used information from the Joint Strategic Needs Assessment and other data sources to identify some areas where we thought we could have the greatest impact for the largest number of residents.

From our early thinking we published a draft strategy document for residents and key organisations to comment on.

Feedback was extremely positive and we have used the comments we received about the draft to develop this document.

We have developed a short document that can be used by everyone, from our residents to GPs, to easily identify the health and wellbeing issues for the county.

How will we make a difference?

Delivering the Health & Wellbeing Strategy

To make this strategy a reality, we have set four aims that we will strive to achieve over the coming months and years to improve the health and wellbeing of residents.

The following pages show each of the aims and the priority areas. We will work together in partnership and as individual organisations to deliver these priorities.

A detailed action plan has been developed alongside this strategy. The action plan captures some, but not all, of the work that will make a difference for residents' health and wellbeing.

We will deliver this strategy by:

- Addressing unhealthy lifestyles
- Supporting families with multiple problems
- Supporting emotional and mental wellbeing
- Maximising the potential of an ageing population
- Involving communities in everything we do

Vision:

Promoting healthier lives for everyone in Buckinghamshire

Aims:

- Every child has the best start in life
- Everyone takes greater responsibility for their own health and wellbeing and that of others
- Everyone has the best opportunity to fulfil their potential
- Adding years to life and life to years

The priorities included within the strategy are not a long list of everything that might be done to improve health and wellbeing. Instead our focus will be on the areas that we think will make the biggest difference for residents. We will use the five cross-cutting themes, listed above, as the framework to deliver the strategy.

1 Every child has the best start in life

What happens during the early years, starting in the womb, has lifelong effects on many aspects of a child's future health and wellbeing – from obesity, heart disease and mental health, to educational achievement and economic status.



To ensure that every child has the best opportunity to fulfil their potential, we shall:

- Champion better outcomes for all children by supporting parents to understand child development, become confident in their skills and be aspirational for their children.
- Work hard to protect our most vulnerable children and young people from harm.
- Ensure that children and young people have effective support during key transition points in their childhood and into adulthood.
- Support early years providers, schools and youth centres to work with children and young people to ensure that they have the best opportunities to improve their health and wellbeing.
- Work with partners to ensure that people planning a family and new parents have access to high quality services.

A group of approximately ten elderly people, including men and women of various ethnicities, are walking along a dirt path in a park-like setting. They are dressed in casual outdoor attire like jackets and sweaters. The background shows lush green trees under a clear blue sky. The path is bordered by grass and some low-lying plants.

2 Everyone takes greater responsibility for their own health and wellbeing and that of others

If residents make small changes to their lifestyles they can increase the likelihood that they will stay healthier for longer and increase their life expectancy.

In order to increase the number of people living healthy lives, we shall:

- Reduce the number of people who smoke.
- Increase the number of people who are physically active.
- Reduce the negative impact of alcohol on health & wellbeing.
- Promote healthy eating.

3 Everyone has the best opportunity to fulfil their potential

Most residents have good access to employment, good social networks and live in a high standard of accommodation.



However, there are some people who experience poorer health and wellbeing for a number of reasons, including where they live, poor access to services and lack of opportunities to access respite care.

To maximise people's chances to fulfil their potential, we shall:

- Work with individuals, communities and key organisations to recognise the contribution of carers.
- Work with communities to reduce the number of people experiencing loneliness and social isolation.
- Work with individuals and businesses to support young people and adults with mental health or learning disabilities to access and maintain paid employment.

4 Adding years to life and life to years

Buckinghamshire is a relatively healthy county and on average, people can expect to live long and healthy lives.



However, where people live, the surrounding environment, the type of job they do, the community they live in and the lifestyle they keep will influence how long they live and how much of their life they will be healthy for.

To help people live the longest and healthiest life that they can, we shall:

- Work with key organisations to support the prevention and early diagnosis of long-term conditions and where these have been identified we will support people to manage their long-term condition.
- Promote good mental health and emotional wellbeing through work with schools, businesses and the wider community.
- Work with individuals and communities to protect vulnerable people from harm.

How will we know if we are successful? Making better health and wellbeing a reality

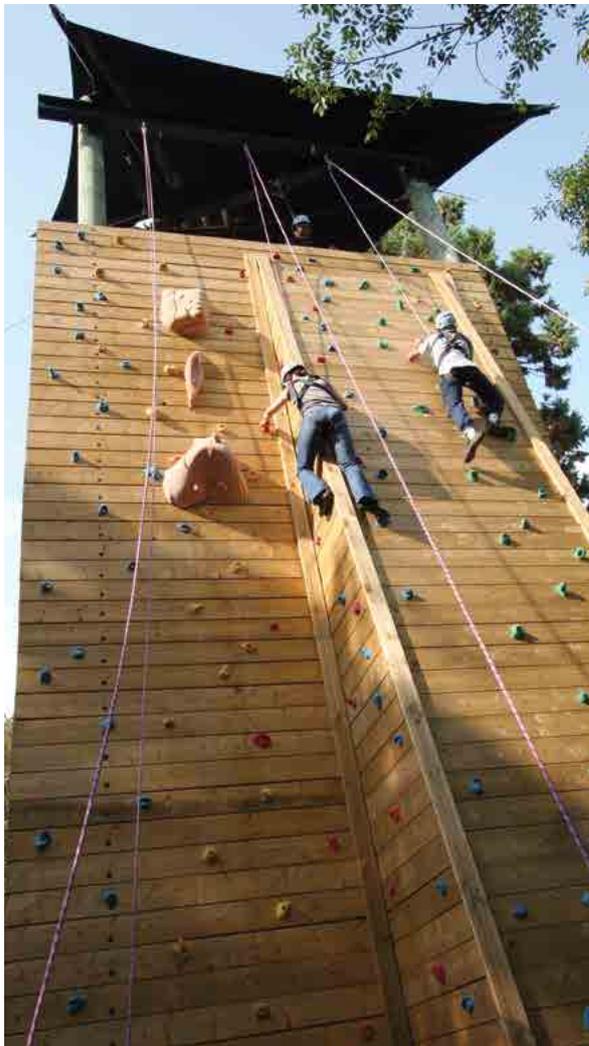
This strategy needs to make a difference to be considered a success. We have developed a number of actions that we hope will make the vision, aims and priorities in this strategy become a reality.

We will use a number of different performance indicators to monitor progress throughout the year to see if we are making a difference to health and wellbeing in the county.

We will also publish an annual report that will show the impact that the Board and its partners have made over the previous year to improving the county's health and wellbeing.

www.bucksc.gov.uk/healthandwellbeingboard





'**HEALTH** IS A STATE OF COMPLETE
PHYSICAL, MENTAL, AND SOCIAL
WELL-BEING AND NOT MERELY THE
ABSENCE OF DISEASE OR INFIRMITY'

'**WELLBEING** IS A CONTENTED STATE
OF BEING HAPPY AND HEALTHY'

BUCKINGHAMSHIRE HEALTH AND
WELLBEING STRATEGY **2013-16**

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