

## HILLINGDON HEALTH AND WELLBEING BOARD

Developing the Hillingdon Joint Health and  
Wellbeing Strategy – Consultation Results  
19 February 2013

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### SUMMARY

1. This paper presents to the shadow Health and Well-being Board the findings from the consultation about the priorities for health improvement set out in Hillingdon's draft Joint Health and Wellbeing Strategy. Overall the findings from the consultation demonstrate broad support for the proposed health improvement priorities. The Board is asked to endorse the four priorities set out in the draft health and wellbeing strategy and use the consultation feedback to shape the implementation plans and inform future 'task-and-finish' project work.

### RECOMMENDATIONS

2. The Board is asked to:
  - Consider the feedback received from the consultation undertaken about the strategic priorities for improving health and wellbeing in Hillingdon
  - Endorse the priorities set out in the draft strategy and agree the strategy document is updated to include the consultation findings before being finalised
  - Use the comments received to shape future implementation plans

### REASONS FOR RECOMMENDATIONS

3. The consultation findings inform the development of Hillingdon's Joint Health and Wellbeing Strategy.

### FINANCIAL IMPLICATIONS

4. None directly from this report.

### LEGAL IMPLICATIONS

5. None directly from this report.

### BACKGROUND

6. Draft guidance from the Department of Health (JSNAs and joint health and wellbeing strategies) sets out a duty for the Board to prepare a strategy to address health inequalities and promote health improvement, and to involve stakeholders in preparing the strategy. The strategy should be based on evidence, seek to address the greatest health and wellbeing concerns for local residents and set out the key outcomes to be achieved.
7. At the previous meeting of the shadow Health and Well-Being Board, the Board agreed to undertake a consultation to gather views about the proposed priorities set out in the draft Joint Health and Wellbeing Strategy. The consultation period closed on 11<sup>th</sup> February 2013.

## **About the Consultation**

8. A consultation plan was prepared to ensure a wide cross-section of opinion was gathered using a mixture of approaches to inform the development of the strategy. This included an online survey and presentations / discussions at existing Groups. The plan covered the following:
- Standard and easy read versions of the consultation survey were created. These were made available online and in paper.
  - The consultation had its own page on the Council's website, with details of the strategy and links to both versions of the survey.
  - An email promoting the consultation was sent to the Customer Engagement team's list of over 1,700 residents.
  - Messages were sent to partner organisations in the borough
  - A list of local groups and forums was created which were then approached by the consultation team. Staff attended several meetings to promote and discuss the consultation, which included the following groups:
    - Age UK Conference – 5<sup>th</sup> December
    - Age UK BAME Elders Forum, Hayes – 8<sup>th</sup> January
    - People in Partnership event, Hayes – 11<sup>th</sup> January
    - Hillingdon Youth Council – 14<sup>th</sup> January
    - Women in the Community Network Steering Group, Yeading – 15<sup>th</sup> January
    - Hillingdon Parent Carers Support Group, Uxbridge – 23<sup>rd</sup> January
    - Carers' Café arranged by Hillingdon Carers in Hayes – 31<sup>st</sup> January
    - Older People's Assembly Steering Group, Civic Centre – 8<sup>th</sup> February
    - Assembly for Disabled People, Civic Centre – 11<sup>th</sup> February
9. Overall, there were 127 responses to the consultation survey between 30<sup>th</sup> November 2012 and 11<sup>th</sup> February 2013, of which 65 were paper responses and 62 were online.

## **The Consultation – Key Findings**

10. The following section of the report sets out the headline findings from the consultation. In general, the consultation findings demonstrate support for the four key priorities set out in Hillingdon's draft Joint Health and Wellbeing strategy as set out below. Only two responses directly disagreed with any of the proposed priorities. Some people / organisations responding to the consultation suggested other priorities which represent suggestions for how the priorities could be delivered across partners.

### **A. The majority of responses agree with one or more of the four proposed priorities:**

- Three quarters (78% - 99) agree with all four priorities.
- Priority 1 – Improved health and wellbeing and reducing inequalities (90% agree - 114)
- Priority 2 – Prevention and early intervention (89% agree - 113)
- Priority 3 – Developing integrated, high quality social care and health services within the community or at home (90% agree - 114)
- Priority 4 – A positive experience of care (92% agree - 117)

**B. Only two of the responses disagree with any of the priorities. Some only agree 'in part' with the priorities. Reasons given for this include:**

- Seeking assurance that the quality of care services will not be adversely affected.
- Wanting more detail about the priorities/implementation plans.
- Comments raising questions about the challenge to influence health improvement by changing behaviours (e.g. healthy eating, increasing physical activity).
- The need to focus on early years, early intervention and prevention.

**C. Just under half (47% - 60) suggested other priorities, including:**

- A comprehensive communications strategy to ensure all social groups are engaged and aware of relevant health messages e.g. using a range of targeted messages delivered via different media.
- Ensuring that the strategy is the product of meaningful engagement with the public.
- Financial support / sign-posting for vulnerable carers and patients to help them cope when they are unwell or struggling with their circumstances.
- Ensuring that care standards are maintained or improved.
- Continuing to improve care pathways for those leaving hospital.
- Recognising the challenge that the local authority, health partners and other partners face in delivering the changes needed.

**D. One third (33% - 42) of the respondents made further comments about the proposals. They were broadly supportive but some requested:**

- More detail on proposed activities and on the funding available for the strategy and possible impacts on existing services.
- Assurances about care standards and waiting times.
- Assurances that the wider determinants of public health are recognised and addressed.

### **Next Steps**

11. Given the broad support for the four key joint health and wellbeing priorities, this paper recommends that the Board endorse the priorities set out in the draft Joint Health and Wellbeing Strategy and use the feedback to inform the implementation of plans delivered by partners of the Board. The strategy document will be updated to include the consultation findings to inform the implementation of the strategy before being presented to the Cabinet meeting of the Council in April 2013.